



January 12, 2017

RURAL TOURISM STUDY: Follow-Up Report on Citizen Comments and Options for Future Actions

INTRODUCTION

In late 2014, the Washington County Board of Commissioners (Board) authorized Long Range Planning to undertake the Rural Tourism Study, funded in part by the Washington County Visitors Association (WCVA). The study considers the County's agricultural and rural tourism sectors; and community concerns, goals, and regulatory preferences for rural tourism. During research, report preparation, and comment collection for the study, the County refrained from offering or taking a stance on potential future actions related to rural tourism. Now that the study has concluded, this follow-up report presents:

- I. Background on Rural Tourism Study
- II. Summary of the Rural Tourism Study report
- III. Public and Consultant Input, and
- IV. Possible Actions for Consideration by the Board.

Rather than staff recommendations, actions listed within Section IV are presented as *options* for Board consideration. They are based on an aggregation of key suggestions, desires, and concerns that were raised within the study and associated public comments. Some options would call for amendments to the Washington County Community Development Code (CDC) if pursued, while others would not. These are discussed in detail later in this report. The options include:

- A. A General Policy Statement: Support Rural Economic Growth that Preserves Farm/Forest and Rural Residential Well-Being
- B. Clarification of Existing Rural Tourism Opportunities without Addition of New Ones
- C. Clear Establishment of Parameters for "Agritourism" on Resource Farmland
- D. Protection of Farmland by Offsetting Potential for Long-Term Displacement of Resource Farmland by Certain Rural Tourism Uses
- E. Accommodation of More Lodging on Rural Resource Lands
- F. Residential and Farming Protections via Management of Visitor-Oriented Activities at Vacation Rentals
- G. Residential and Farming Protections Beyond Land Use Regulations
- H. Continued Planning and Funding for Travel Options in Rural Areas to Serve a Diversity of Users

Staff believes that potential actions reflected within Section IV of this report merit Board consideration. Should the Board wish to pursue any of these options, staff would return for further discussion and direction.

I. BACKGROUND ON RURAL TOURISM STUDY

Early Agritourism Work

The Rural Tourism Study grew out of input received during three outreach meetings conducted in 2013 and early 2014, regarding possible implementation of Oregon Senate Bill 960 (2011). That bill provided parameters for voluntary adoption into counties' codes, to regulate *agritourism* -- certain commercial events/activities on EFU/AF-20 farmlands.

For each of the meetings, County staff invited a number of parties intended to represent a variety of perspectives on agritourism. The contact list is included within Attachment A. Attendance diverged somewhat from the list, and various parts of rural Washington County were not consistently well-represented over time. Nonetheless, input was extremely valuable.

Most meeting attendees generally supported agritourism as a tool to keep small agricultural enterprises viable by supplementing *farmers'* incomes, and as a way to connect communities with local food sources. Opinions varied regarding the appropriate regulatory approach to agritourism, however. Those who host or aim to host events tended to favor a more lenient stance. Residential and agricultural neighbors (to sites that host events) tended to seek greater regulatory protections, primarily regarding farmers' rights and rural quality of life. They emphasized a desire for standards to address notice, noise, attendance levels, traffic, potential for greater impacts when sites in the same area host events at the same time, and enforcement. Concerns and goals raised also extended to event/activity issues beyond provisions of SB 960, including those affecting rural districts besides EFU/AF-20.

Based on the array of viewpoints that came to light through these meetings, staff felt that more research was needed to inform forward movement on visitor-oriented activities as they affect all of the County's rural lands.

The Study

The above factors suggested that a broader look was in order, and the Board directed initiation of the Rural Tourism Study. It was intended to explore the extent of rural tourism already operating in rural Washington County (and elsewhere), how the industry might be evolving, related existing and upcoming legislation, and community preferences for possible checks and balances. It was also to look at practices for minimizing potential impacts of rural tourism on neighboring residential and agricultural uses, understanding that protection of the County's rich and vital farmlands takes priority over any other uses.

The study considered rural tourism broadly, as activities above and beyond traditional agriculture and forestry use that draw visitors to rural lands, whether they require land use review or not. Examples include farm-to-fork dinners, celebratory gatherings, recreational events, farm stand visits, overnight stays, biking/running races, and other tourism-related events/activities.

The study involved outreach through a 13-member citizen work group and discussions with 27 parties through a focus group/personal interviews. Outreach aimed to remain inclusive of northeastern rural Washington County interests (highly represented at earlier SB 960

agritourism meetings), while ensuring a balance of voices from the County's western and southern rural areas. It engaged farmers, ranchers, winemakers, rural tourism practitioners, other small commercial interests, and residents. The study also researched 127 rural Washington County properties based on their advertisement of visitor-oriented practices.

II. SUMMARY OF THE RURAL TOURISM STUDY REPORT

The Rural Tourism Study report presents research by staff and a consultant team, and input from study participants. It does not include staff recommendations but does include viewpoints and suggestions of consultants and participants. The report and associated presentations were intended to encourage additional citizen input over a subsequent comment period. Highlights are listed below by four focus areas: Agriculture, Rural Tourism, Regulatory Framework, and Impacts.

Agriculture (Chapter 2)

Washington County's agricultural sector:

- Valued at about \$238 million
- Utilizes about a third of the County's acreage (135,733 of 464,640 acres), to raise over 170 agricultural products, mostly non-food
- Devotes the largest share of land (almost 60,000 acres) to growing hay/forage/fields, grass seed, and wheat; while greenhouse and nursery stock earn the highest income from a land area only about 1/10th that size
- Grew steadily in sales over the decade prior to the recession (from less than \$200 million to over \$311 million), but declined thereafter (by over \$70 million)
- Decreased in number of farms during the recession, but increased in farm acreage overall - some smaller farms being absorbed by the largest ones, and additional land being newly converted to farm use
- Now appears to be rebounding economically.

Rural Tourism (Chapter 3)

Washington County's rural tourism sector:

- Appears to be thriving and diverse. Based on research of 127 properties that publicize some form of visitor invitation:
 - 91 of 127 sites commonly host rural tourism events or activities somewhat formally as part of their business mix.¹ Within the 91 sites, property types represented (based on their primary use) are as follows:
 - Farms and wineries: 75%
 - Recreational sites: 14%
 - Historic/cultural sites: 4%
 - Dining/food sales sites: 6%
 - Overnight stay operations (bed and breakfast/camping): 1%
 - These are well distributed across rural Washington County, but more prevalent near urban areas

¹ The remainder generally provide only small scale sporadic visitor oriented activity, for instance occasional self-serve, u-pick, or outdoor farm product sales with no building.

- Most provide a variety of events/activities
- 41 advertised weddings.
- Is perceived by study participants as fostered by:
 - A strong agricultural sector with diverse product mix
 - Short travel times from urban areas
 - Scenic landscapes, variety of recreational opportunities
 - Unique cultural/agricultural histories
 - Statewide growth in the travel industry since the recession
 - Travel, agriculture/food production, and logging/wood products making up rural Oregon's largest export-oriented industries
 - Growing interest in local food production, culinary experiences, and wine culture – with vineyards and wineries perceived as integral to appeal of the County's rural area, and as economic incubators beyond the scope of wine sales, drawing visitors to explore neighboring farms, farm stands, natural amenities, recreational opportunities and more.
- Appears to negatively impact Helvetia more significantly than other rural parts of the County, with complaints over the past five years coming almost exclusively from that area. Factors compounding impacts in Helvetia may include a combination of the following:
 - Confinement by forested hills to the north and east
 - High volumes of urban traffic from the city of Hillsboro/Highway 26 immediately to the south
 - A limited network of agricultural roads in between, serving the mix of smaller residential properties, large agricultural lots, and busy visitor-oriented operations.
- Comprises many uses for which impacts are or could logically be managed through the Washington County Community Development Code (CDC) standards.
- Also comprises non-land use activities that may generate impacts, potentially calling for attention outside of the CDC. For example, bicycle races or parades that are approved via road event permits (issued by Traffic Engineering and Operations with Sheriff's Office approval).

Regulations (Chapter 4)

Highlights of research and findings related to farming and rural tourism regulations:

- State and regional regulations relating to agriculture and rural tourism include overarching protections of the right-to-farm law, agritourism provisions of Senate Bill 960, winery-specific SB 841, urban growth boundary provisions, and other state rules/statutes.
- In Washington County, the state's most stringent farm and forest land protections apply to properties within EFU, AF-20, and EFC districts (Exclusive Farm Use, Agriculture and Forest – 80-Acres, and Exclusive Forest Conservation districts). The CDC implements these protections, prescribing different use types and intensities for each of nine rural districts. The County is allowed more discretion as to what may be permitted in its six non-resource rural districts, though this may be limited by urban or rural reserve designation.
- A number of rural tourism related uses are already allowed by state and County standards.

- Effective rural tourism programs and policies elsewhere support rural economic development, farm income diversification, and farmland protections.
- The County could consider:
 - Adopting Senate Bill 960 to formalize parameters for agritourism on resource farmlands (EFU/AF-20)
 - Potential CDC amendments to expand rural tourism allowances in non-farm districts (such as Rural Commercial). The goal is not necessarily to increase rural tourism overall, but largely to allow for dispersion of it, providing alternative sites for long-term tourism uses that might otherwise be accommodated on farmland. For example, allowance of small inns on R-COM sites may offset demand for B&Bs on farmland, while still providing support for seasonal tourism activities on nearby farms.
 - Pursuing or supporting changes to state statutes to seek allowances for:
 - Bed and breakfast facilities in EFC districts subject to the same standards that apply in EFU, perhaps further offsetting pressure for their accommodation on farmland
 - More than five guests (current limit) and up to nine rooms at B&Bs in the EFU/AF-20 districts.

Impacts (Chapter 5)

Highlights of research and findings within this chapter, regarding potential impacts of rural tourism, include:

- Evaluation of impacts and mitigation using four local case studies: Horning's Hideout, Oak Knoll Winery, Baggenstos Farm Store, and Tree-to-Tree Adventure Park
- A finding that impacts appear less related to purpose of activity (for example celebratory gathering, barn dance, or farm-to-fork dinner) than to specific attributes of an activity and its location (such as neighbor proximity, access road capacity, attendance levels, and sound amplification)
- Consultant suggestions for impact mitigation, both in terms of potential County requirements and general best management practices for rural tourism operators. These relate to traffic, parking, attendance levels, amplified sound, days/hours of operation, coordination with neighbors, and more. Suggestions vary based on the nature of an event or activity, the subject site and its surroundings, but include:
 - Compliance with County sight distance standards at access points
 - On-site traffic control and/or security personnel
 - Noise monitoring using objective standards and cut-off times for amplified sound
 - Evidence of adequate health and safety provisions
 - Use of shuttle buses
 - Bicycle-friendly amenities both onsite and off
 - Good neighbor agreements signed by activity operators
 - Coordination among operators to avoid overlapping activities.

Report Distribution

A *preliminary draft* of the report was shared in March, with the Rural Tourism Study Work Group, proprietors of case study sites, the Planning Commission, the Board, staff, and citizens who attended a public presentation to the Planning Commission.

The *final* Rural Tourism Study report, released in May, included additional information responding to citizen input on the preliminary draft, to address the right-to-farm law, mass gatherings, events in roadways, marijuana tourism potential, noise regulation, rural tourism complaints, related concerns of Helvetia residents (particularly regarding amplified sound, traffic and parking, frequency and hours of activities, and enforcement), Rural Road Enhancement Study corridors, and map supplementation with water access points and more trail/route details.

The final report was posted on the County's web site along with a comment box, and sent to those who received the preliminary version, all Citizens' Participation Organizations, participants in earlier agritourism (SB 960) outreach, over 160 subscribers to the County's regular electronic updates, parties making special requests, public libraries, local Chambers of Commerce, cities within the County, the Department of Land Conservation and Development, and others. To draw awareness and encourage comments, press releases, email, web postings, and social media were used. Staff also provided presentations to various groups by request, including CPOs 8 and 12C, Planning Directors (of cities in Washington County), the WCVA Board, Washington County Rural Roads Operations and Maintenance Advisory Committee (RROMAC), and the North Willamette Vintners.

A four-month public comment period ran through September 30.

III. PUBLIC AND CONSULTANT INPUT

The report and associated presentations served as tools to encourage wider conversation in the community. Input received at various stages is outlined below, including participant and consultant suggestions from within the Rural Tourism Study report, citizen feedback gathered in response to related staff presentations, and community input received during the period for public comment on the report.

Consultant and Study Participant Viewpoints Gleaned from Report Content

Viewpoints from consultants and study participants fall into several categories including but not limited to:

- Policy
- Regulations/Legislation
- Transportation Planning/Public Improvements
- Public Information/Education, and
- Marketing/Economics.

Participating rural tourism practitioners and advocacy organizations tended to support adoption of standards allowing rural activities/events, with restrictions. They expressed desires for expansion of motorist and bicycle routes, water access, and rural lodging opportunities – many suggesting that lodging options strengthen rural tourism.

Participating rural residents expressed regulation of the following as key goals: noise, especially sound amplification; traffic and parking; event frequency and hours of operation; and events/activities at currently unregulated residential rentals by owner (such as AirBnB/VRBO).

Farmers' primary concerns pertained to rural road safety and efficiency, especially given increasing usage not only by agricultural and shipping vehicles, but also by commuters and tourists/visitors, including bicyclists.

Consultants supported much of the above, as well as regulations, policies, and educational efforts to address potential impacts of rural tourism.

Consultant and study participant input is aggregated/summarized within Attachment B for ease of reference.

Oral Citizen Feedback Gathered at Presentations of the Preliminary Draft Report

In response to various staff presentations, a number of citizens provided oral comment that led to significant supplementation of the report before its final release and/or contributed to staff recommendations. Many oral comments were later submitted in writing as well.

Some citizens suggested that Helvetia's level of tourism activity provides lessons for regulation of rural tourism growth elsewhere in the County. They recommended careful consideration of the history of agritourism in the County, and that standards should focus on controlling impacts and providing adequate enforcement, especially regarding sound amplification. Related oral comment reflected concerns that noise regulations and enforcement funding/staffing are inadequate.

Other oral comments noted a growing rural tourism economy in Gales Creek, requesting that potential regulations avoid impacts to its success and allow for flexibility in permitted event dates – particularly as critical agricultural operations are often dictated by weather and may necessitate postponement of farm-related events. Still others reiterated a desire for expanded rural lodging options, noting the tax/fee potential of vacation rental housing as a part of that; suggested that the County consider taking on an economic development role; and recommended improvements for the safety of roads shared by log trucks, nursery vehicles, farm equipment and bicycles, including a request for provision of separated bicycle facilities.

Concerns about the study's public involvement were also raised. (See further info under *Written Citizen Comments, below*).

Written Citizen Comments Received During the Public Comment Period After Final Report Release

A total of 16 parties sent in written comments. Each brings important perspectives to the conversation. These comments tend to fall into two main areas of interest:

- **Concerns about rural tourism and associated desire for ongoing/added protections for farming, forestry, and residential uses.** Six parties generally commented from this

standpoint, four of whom live in or near Helvetia. No name or address was provided for the other two.

- **Interest in promotion and expansion of nature-based tourism.** Ten parties commented from this standpoint. One is the Tualatin River Keepers Advocacy & Communications Manager. The other nine appear to be in connection with the River Keepers effort. None appear to be from rural Washington County, perhaps underscoring the regional importance of the County's natural amenities.

Some comments expressed concerns with public involvement methods used in the study, suggesting ongoing formulation of citizen groups, including Helvetia members, to further study rural tourism. Responses to a number of public involvement questions/concerns were addressed in a recent staff response to a request by the Washington County Committee for Community Involvement (CCI) Chair, outlining how staff and the study consultant gathered information (see Attachment C).

Staff is not recommending further County formation of citizen groups to study rural tourism at this time, but any related ordinance, if pursued, would require more public involvement including advertised public hearings.

Comments received during the public comment period have been aggregated/summarized within Attachment D, and Attachment E includes those comments in full.

IV. POSSIBLE ACTIONS FOR CONSIDERATION BY THE BOARD

Washington County staff deferred making specific recommendations regarding potential actions related to rural tourism until completion of research, report preparation, and comment collection. Now that the study and comment period have concluded, staff has developed some potential options for consideration by the Board. These are informed by participant and consultant viewpoints collected through the study, and citizen comments received thereafter.

Where options below address potential to expand or add use allowances in rural areas, such allowances may likely be applicable only outside of urban and rural reserve areas per current state law [OAR 660-027-0070 (2) and (3)]. An exception would be a potential adoption of SB 960 provisions for agritourism on AF-20/EFU lands (see Option C), since that bill specifically allows authorized agritourism uses within urban and rural reserves.

Certain citizen or consultant suggestions that pertain to authority or leadership outside that of the County are reflected as *Considerations for Other Agencies* within Attachment F. Some may present opportunities for County collaboration, subject to Board interest.

Options shared below, however, focus on potential actions related to rural tourism that would likely fall under County purview if pursued. Some mesh with existing County programs/policies. Others might hinge on consideration of policy/funding shifts. Their order does not imply any recommended priority. They are grouped in terms of the main goal or benefit they seek to generate, although there may be some overlap.

Staff does not have a specific recommendation with regard to these options, but believes that these are key outcomes from the Rural Tourism work that merit discussion and consideration by the Board. The Board may opt to proceed with all, some, or none. Should the Board wish to pursue any of these options, staff would return with an estimated timeline and assessment of staffing needs.

The following options are discussed below. Note that some would involve CDC amendments while others would require different types of actions.

- A. General Policy Statement: Support Rural Economic Growth that Preserves Farm/Forest and Rural Residential Well-Being
- B. Clarification of Existing Rural Tourism Opportunities without Addition of New Ones
- C. Clear Establishment of Parameters for “Agritourism” on Resource Farmland
- D. Protection of Farmland by Offsetting Potential for Long-Term Displacement of Resource Farmland by Certain Rural Tourism Uses
- E. Accommodation of More Lodging on Rural Resource Lands
- F. Residential and Farming Protections via Management of Visitor-Oriented Activities at Vacation Rentals
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A. *General Policy Statement: Support Rural Economic Growth that Preserves Farm/Forest and Rural Residential Well-Being*

Policy: Establish a County policy statement that the County generally supports policies and programs that foster rural economic health, including its potential growth via rural tourism uses that are subject to standards that:

- *Prioritize farm and forest protections, and*
- *Provide for management of impacts to nearby residential uses.*

Such a policy would prioritize impact mitigation needs expressed by farmers and residents who participated in or commented on the study, while acknowledging rural tourism practitioners’ and advocates’ desires that the County better accommodate opportunities for rural interests to supplement their incomes. The policy could serve to guide implementation of other options below, potentially through inclusion within the Rural Natural Resource Plan (RNRP).

B. *Clarification of Existing Rural Tourism Opportunities without Addition of New Ones*

1. *Potential Ordinance: Consider directing work on an ordinance to refine existing Community Development Code standards to clarify rural tourism related uses that are **already** allowed in Washington County, and/or*
2. *Public Information/Education: Staff could create simple “at-a-glance” public reference materials on rural tourism (for web and print) that list/clarify:*
 - a. *Uses related to rural tourism that are currently allowable and where*

- b. *Exemptions and basic permitting requirements/limitations, and*
- c. *Common impact management practices.*

Options under B.1 and B.2 respond to uncertainties raised by study participants as to difficulty in understanding what types of rural tourism are already permissible. Both options would aim to **clarify existing opportunities, without adding new ones.**

Currently allowed uses related to rural tourism/visitor-oriented activities include, among others:

- Wineries/tasting rooms (in 8 districts)
- Home occupations and parks (each in 6 districts)
- Bed and breakfast facilities for up to 5 guests and campgrounds (each in 5 districts)
- Golf courses and hunting/fishing preserves (each in 4 districts)
- Equestrian facilities and special recreation uses (each in 3 districts)
- Outdoor performing arts centers, farm stands, commercial activities in conjunction with farm use, and museums (each in 2 districts)
- Recreation facilities, youth camps, eating/drinking establishments, open-air businesses, temporary accommodations for fishing, seasonal hunting accommodations, shooting ranges, personal service establishments, buildings for merchandise sales, processing and treatment of farm crops, fabrication, processing, and manufacturing (each in 1 district).

Examples of potential CDC improvements include:

- Provision of a centralized list/table of currently allowed uses related to rural tourism with cross references to applicable standards, especially given that they are currently dispersed throughout various CDC sections
- Updating of descriptions and examples of allowed uses that are currently somewhat ambiguous, as well as activities permitted outright in connection with them.

Examples could include:

- Clarifying that farm stands in EFU/AF-20 can sell not just their own farm goods, but also those from other Oregon farms, along with incidental items/fee-based activities promoting the farm goods (provided they generate 25 percent or less of the farm stand's yearly sales). This allows farm stands to function somewhat like a farmers market would in the urban area
- Clarifying that AF-5 and AF-10 Outdoor Performing Arts Centers can accommodate concerts and related events, perhaps reducing some demand for such activities on high-value farmlands
- Providing within RR-5 standards, examples of "Special Recreation Use" that are consistent with recreational uses relevant to rural tourism, for example archery or paintball facilities
- Updating intent and purpose statements for non-farm districts such as R-COM to acknowledge that they currently serve not only nearby residents but also a rural tourism related function. For example allowed *open-air businesses* might be in the form of local farmers markets; and rural diners and retail establishments might serve as stops for bike events or partner with local farms to host culinary events or farm festivals

- Including specific farm uses that the state lists as exempt from permitting requirements pursuant to ORS 215.203, and providing examples of some of them for clarification (for example the exemption “*direct sales of farm crops*” might be in the form of u-pick operations, pumpkin patches, or outdoor sales of farm-grown peaches).

“At-a-glance” informational brochures/materials for print and web (see B.2, could further facilitate public understanding of existing rural tourism allowances and exemptions in a more accessible manner than might the CDC alone, and outline convenient tips or guidelines that are not necessarily reflected in the CDC. Further, particularly to address reported rural lodging demand and offset farmland impacts, these materials could draw attention to land use districts other than EFU/AF-20 where B&Bs, campgrounds, and fishing/hunting accommodations can currently be provided.

C. Clear Establishment of Parameters for “Agritourism” on Resource Farmland

Potential Ordinance: Consider directing renewed work on an ordinance to adopt provisions of Senate Bill 960 -- Agritourism.

Senate Bill 960 was in response to a request by the Association of Oregon Counties and the Oregon Farm Bureau, to allow temporary events/activities on EFU/AF-20 farmland, similar to those that the state now allows on winery tracts via SB 841 in the same districts. Although number and intensity of allowed activities is not as generous, adoption of SB 960 provides Oregon counties expanded options and clearer parameters by which to allow certain commercial events/activities on EFU/AF-20 farms. Counties may adopt provisions of the bill in full, in part, or not at all (unlike winery provisions, for which County implementation is mandatory).

The law provides for different approvals, ranging from a non-land-use *license* allowing one event that meets a very straightforward set of criteria; to separate land use permits that otherwise allow one event (exceeding parameters of the aforementioned license), up to 6 events, or up to 18 events. In all cases, events/activities must be “related to and supportive of agriculture” and “incidental and subordinate to existing farm use,” and new permanent buildings and/or site grading are not allowed. All except for the single-event license require findings that the activities/events won’t force a significant change in – or significantly increase the cost of – accepted farm and forest practices on surrounding lands. Permits for up to 18 events further require findings that activities/events will not, “...in combination with other agri-tourism or other commercial events authorized in the area, materially alter the stability of the land use pattern in the area.” Additional conditions apply to manage potential impacts to farm/forest uses and neighbors. These primarily address event duration and hours, attendance levels, access, parking, traffic, and waste. In some cases, the bill allows Counties some discretion in terms of how restrictive or permissive to be in its implementation of the standards.

Consultant and rural tourism practitioners involved in the Rural Tourism study generally indicated support for adoption of SB 960’s provisions. They preferred an approach

aimed at minimizing undue restrictions, but also recognized concerns voiced by rural residents who seek protection against significant impacts from agritourism activities.

Report findings and participant/public comment strongly suggest that potential impacts from rural tourism appear less related to purpose of an activity or use (e.g. celebratory gathering, barn dance, or farm-to-fork dinner) than to its attributes and location.

Consultants, tourism practitioners, and residents suggested an approach to development of County standards that considers impact potential based on site, vicinity, and activity characteristics, rather than activity title or intent. The study and related input indicate that any proposed standards should therefore be based on such factors as:

- Proximity to neighboring homes/agricultural uses
- Sound amplification
- Parking and access road capacity
- Attendance levels
- Intermittent vs. en masse arrivals
- Event/activity frequency and hours
- Existence of multiple rural tourism sites in proximity to the subject site, and potential for their activity timing to overlap.

D. Protection of Farmland by Offsetting Potential for Long-Term Displacement of Resource Farmland by Certain Rural Tourism Uses

1. ***Potential Ordinance:*** Consider directing staff to prepare an ordinance to **judiciously expand the CDC's rural tourism allowances for *districts other than protected EFU/AF-20 resource farmlands*, using SB 960 as a guideline.**

The goal of this option is not necessarily to increase rural tourism overall, but largely to allow for dispersion of it, providing alternative sites for long-term tourism uses that might otherwise be accommodated on farmland.

As a focus of this option, consider allowing small-scale lodging amenities, potentially as mixed use options, on Rural Commercial (R-COM) sites. This may offset demand for B&Bs on farmland, potentially keeping more of the soils on those farms available for production, while still providing support for seasonal tourism activities the farms may host. To ensure that any R-COM lodging maintains a scale appropriate to the rural area, standards could be drafted to apply the same guest/room maximum that currently applies to bed and breakfast facilities on farmland per state law and the CDC.

Development of standards to address Option D.1, if pursued, should address potential impact generation based on site, vicinity, and activity characteristics in the same manner as noted under Option C, above.

2. *Potential Ordinance: Consider directing work on an ordinance to increase the existing five guest/room limit for B&Bs currently allowed in rural districts **other than AF-20/EFU.***

Various study participants raised this option D.2 as a potential way to increase lodging options. If pursued, the proposed higher maximum should be carefully considered to ensure that any increase can effectively ensure that the use remains rural in scale. Please see related item E, below.

E. Accommodation of More Lodging on Rural Resource Lands

1. *Potential Legislative Change: Consider supporting an amendment to state law to allow bed and breakfast facilities on EFC land, using the same standards that apply in exclusive farm use zones.*
2. *Potential Legislative Change: Consider supporting an amendment to state law (ORS 215.213.t) to increase the maximum number of guests/rooms at EFU/AF-20 B&Bs beyond the current limit of five.*
3. *Potential Ordinances: If state law is amended to accommodate either or both of the above, consider directing ordinances to implement the changes within the CDC accordingly.*

As noted above, these options would require changes to state law. Allowing bed and breakfast facilities within the EFC district (Option E.1) could further increase alternatives for siting of B&Bs on non-farm lands, perhaps offsetting reported demand for B&Bs on farmland. Regarding Option E.2, above, any increase to CDC guest/room limits at B&Bs in EFU/AF-20 districts (beyond the current limit of five) may intensify impacts to agricultural production, therefore any guest/room limit increase should be marginal and well thought out.

Staff is not aware of any current movement at the state level related to Option E.1. Regarding E.2, however, staff notes that Representative Margaret Doherty's office contacted the County to discuss the Rural Tourism study, and their current interest in assessing support for an increase to the B&B five-guest limit currently in place under ORS 215.213(t). Her staff indicated that they have been looking at the urban-rural interface, and at agritourism as a bridge between the two. County staff will provide updates to the Board as Rep. Doherty's office moves forward in their efforts.

F. Residential and Farming Protections via Management of Visitor-Oriented Activities at Vacation Rentals

Issue Paper: Direct staff to prepare an issue paper to research and propose permit requirements for short-term/vacation rental of residences/rooms in the County.

Option F is based on consultant/citizen suggestions within the report. In part, it is intended as a way to monitor rural tourism activities on vacation rental properties and limit related impacts. Economic and tourism advocacy participants within the study also note, however, that it would be a useful way to ensure collection of room taxes throughout the County. Note that a similar task has been a Tier III Work Program item for the past three years, though the focus of that request was on the urban area.

A number of model approaches now exist within other jurisdictions locally. Based on some examples, vacation rental permits and associated notices may not necessarily have to be treated as land use issues. Some that don't process these as land use permits do still provide public notice to inform neighbors of applicable permissions and restrictions, although appeal rights do not necessarily apply.

G. Residential and Farming Protections Beyond Land Use Regulations

Revisit/Revise Non-Land Use Permit Requirements: Consider directing amendments to non-land use permitting criteria for events in roadways and certain outdoor gatherings to reduce transportation-related impacts, especially those that may create safety risks for residents.

This option responds directly to comments submitted by several residents, particularly those noting a past road event where emergency egress was reportedly cut off to a person in medical distress. Certain Outdoor Mass Gatherings deemed non-land use by state law, or events within roadways such as running or biking races or parades, are permitted outside the land use process by the LUT Operations Division, Department of Health and Human Services, and/or Sheriff's Office. Although a traffic/route plan is required in advance, it may be worth revisiting plan and traffic control requirements to ensure that at least one lane remains accessible to residents at all times.

H. Continued Planning and Funding for Travel Options in Rural Areas to Serve a Diversity of Users

Planning and Funding: Continue to plan for ongoing improvement of rural roads and expansion of multi-use/separated trails to:

- *Increase transportation safety and efficiency (especially given increasingly shared usage of transportation facilities by farm vehicles, commuters, and rural tourists, including bicyclists), and*
- *Facilitate enjoyment of natural/rural amenities.*

This option responds to citizen and consultant suggestions. It appears to correlate with existing and evolving County/regional programs such as the Scenic Bikeway Management Plan; Transportation Safety Action Plan; MSTIP rural bridge repair and replacement program; Annual Road Maintenance Work Plan for pavement and shoulder improvements; Safety Priority Index System expansion to include rural roads; ODOT All Roads Transportation Safety Program for funding of safety improvements; Rural Bicycle

Route Suitability Analysis; ongoing maintenance or establishment of the Vineyard and Valley Scenic Tour Route, Tualatin Valley Scenic Bikeway, Tualatin River Water Trail, and the Council Creek, Crescent, Yamhelas, and Salmonberry Trails.

As such, this option does not appear to depart from existing County Transportation Planning efforts or funding mechanisms.

MOVING FORWARD

Information shared above and in the attached documents, regarding the Rural Tourism Study, is presented to help inform Board decisions on potential “next steps.” **Staff asks that the Board consider background provided herein, and direct staff to proceed with any potential actions as outlined in this document or with modifications.**

Any ordinance work that may result from above described potential actions would ensure public participation through mandatory advertised public hearings at minimum.

Attachments:

- Attachment A: SB 960 Agritourism Outreach List
- Attachment B: Consultant and Study Participant Viewpoints Summary
- Attachment C: Letter to CCI with Outreach Information Attached
- Attachment D: Summary of Public Comment Period Feedback
- Attachment E: Actual Public Comment Letters Received
- Attachment F: Considerations for Other Agencies

Agritourism/SB 960 - Potential Interested Parties for TAG (2013/2014)

Attachment A

1,000 Friends of Oregon	Steve McCoy
Adelante Mujeres	
Agricultural farmer (Jossy Farms)	Danielle Gregg
Agricultural farmer (VanAsche Farms)	Dave VanAsche
Agricultural farmer (Spiesschaert Farms)	Lyle Spiesschaert
Bicycle Transportation Alliance	Lisa Frank
Community Supported Agriculture	
Farm Bureau	Edmund Duyck
Friends of Family Farmers	Nellie McAdams
Hazelnut Growers of Oregon	Jeff Fox
Sun Gold Farm	Vicki/Charlie Hertel
Big Table Farm	Clare Carver/Brian Marcy
Smith Berry Barn	Joelle/Rich Hildner
Helvetia Vineyards & Winery	John Platt
Keep Helvetia Livable & Safe	Linda de Boer
North Plains Chamber of Commerce	Hirst
Oregon Nursery Association	Jeff Scott
Oregonians in Action	Dave Hunnicut
Oregonians for Food and Shelter	Scott Dahlman
OSU Extension Office -	Amy Grotta
OSU Extension Office - Citizen Involvement	Margot Barnett
OSU Extension Office -	Patrick Proden
CPO 15	Peggy Harris
CPO 5, 11, 13, 14	
CPO 8	John Driscoll
CPO 10	Lars Wahlstrom
Plate and Pitchfork (Farm to Fork Events)	Erika Polmar
Ponzi Vineyards	Maria Ponzi
Raptor Ridge Winery (LMM, Emailed 11/26)	Scott Shull
Residents	Deborah Lockwood
School District - Banks	LMP
School District - Gaston	Roger Messenbrink
School District - Hillsboro	Adam Stewart
Save Helvetia	Robert Bailey
Save Helvetia (back-up)	Allen Amabisca
Sherwood Chamber of Commerce	Ashley Graff
Tualatin Soil and Water Conservation District	Judy Marsh
Washington County Bicycle Transportation Coalition	Steve Boughton
Washington County Small Wood Lot Association	John and Cathy Dummer
Washington County Visitor's Association	Allison George
	Juvenco Argueta
Added 4/29/14 (submitted comments in response to issue paper):	
Baggenstos Farm	Darla Baggenstos
Washington County Visitor's Association	Carolyn McCormick
Oregon Heritage Farms	Chelsea McLennan-West
Square Peg Farm	Amy Benson
	Leslie Morgan

RURAL TOURISM STUDY: Consultant and Study Participant Viewpoints Gleaned from Report Content	
County as Potential Lead/Authority	
Policy	<ul style="list-style-type: none"> ▪ Develop a policy broadly supporting rural economic growth through rural tourism, while protecting agricultural practices and farmland; ▪ Collaborate with public/private partners and help guide County development of a strategic rural tourism plan, potentially through participation in Travel Oregon’s Rural Tourism Studio.
Education/ Assistance/ Support	<ul style="list-style-type: none"> ▪ Provide materials and workshops to help rural interests understand exempt and allowed rural tourism uses and best impact management practices. ▪ Review staff levels and roles needed for rural tourism (consider ombudsperson/mediator);
Regulations (Community Development Code)	<ul style="list-style-type: none"> ▪ Clarify existing CDC allowances that relate to rural tourism, including district intent language, descriptions of uses, and any potential for nonconforming use determinations; ▪ Implement SB 960 (Agritourism) for EFU/AF-20 lands, minimizing impacts and restrictions, and allowing enough events for farmers to profit; ▪ Offset displacement of farmland for rural tourism uses by increasing rural tourism allowances in other districts (using SB 960 as a template); ▪ Require permits and public notice for all forms of overnight stay (such as those through AirBnB, VRBO, etc., and owner-managed rentals); ▪ Implement SB 841 (Wineries) for EFU and AF-20 lands (per state requirement); ▪ Regulate rural tourism based on potential impacts rather than the type/purpose of activity. ▪ Keep costs of review, permitting, and compliance reasonable.
Legislation/ Lobbyist	<ul style="list-style-type: none"> ▪ Consider supporting amendments to state law restrictions on overnight stay facilities within rural resource lands to: <ul style="list-style-type: none"> ○ Increase guest limits in EFU/AF-20 (farm resource lands); or ○ Limit these operations based on number of rooms (rather than guests); and ○ Consider the same allowances on EFC (forest resource) lands.
Transportation Planning/Public Improvements	<ul style="list-style-type: none"> ▪ Improve and expand transportation facilities for efficient and safe usage by shipping and farm vehicles, commuters, and tourists (including roads, bridges, bike safe corridors and trails); ▪ Improve “farm vehicles on road” signage and explore technology for related navigation system alerts.
WCVA/Economic Partner as Potential Lead with County Support	
Marketing/ Economic	<ul style="list-style-type: none"> ▪ Form research partnerships with academic institutions to gather and analyze rural tourism market statistics, visitor expectations and experiences; and ideas for ongoing improvement; ▪ Collaborate with local, regional, and state agencies to boost access to rural tourism markets; ▪ Develop a recognition and branding program for Washington County’s rural tourism opportunities and products; ▪ Designate a facilitator/liaison for rural tourism development.

Potential County Collaboration with other agencies	
State Agencies as Potential Lead/Authority with County Support <i>(OSU, ODA, DSL, Water Master, Department of Revenue, DLCD, Oregon Travel Experience, etc.)</i>	Education
	<ul style="list-style-type: none"> ▪ Develop programs to connect farmers with new technology and best practices, including education on shared shipping and labor, farm succession, food networks, and agritourism; ▪ Work with the rural community and regional partners on rural water quantity and quality issues, and promote strategies for efficient water use and conservation; ▪ Support a rural tourism “Good Neighbor Relations” program;
	Public Improvements
	<ul style="list-style-type: none"> ▪ Increase water access (public land sites along navigable waterways) to facilitate recreation; ▪ Improve rural tourism attraction/site signage (to facilitate access/wayfinding).
	Regulations
	<ul style="list-style-type: none"> ▪ Consider whether all overnight stay operations should be required to register with the state and to collect lodging taxes (including whole house rental, AirBnB, VRBO). ▪ Consider developing/supporting a policy to make internet and cell telephone service more accessible in rural areas. <i>[Federal or Private?]</i>



WASHINGTON COUNTY OREGON

November 1, 2016

TO: Jim Long, Washington County Committee for
Community Involvement Chair and Steering Committee

FROM: Anne Kelly, Associate Planner
Theresa Cherniak, Principal Planner

RE: RESPONSE TO CCI INQUIRY ON THE RURAL TOURISM STUDY

Hello, Jim.

Thank you for your letter dated September 30, 2016. We have responded to each of your questions below, and provided relevant attachments. Please feel free to contact us with any further questions.

Anne Kelly: 503-846-3583, anne_kelly@co.washington.or.us

Theresa Cherniak: 503-846-3961, theresa_cherniak@co.washington.or.us

1. QUESTION: WHAT OUTREACH WAS DONE BEFORE AND AFTER THE RURAL TOURISM STUDY? TELL US ABOUT THE COMMUNITY ENGAGEMENT PROCESS TO DATE...

2013/2014 TAG Outreach Specific to Senate Bill 960 (Agritourism on EFU/AF-20 Lands)

Staff developed a list of 49 potential interested individuals/groups (see attached list) to form a **technical advisory group (TAG)**¹ that:

- Met in December 2013, January and June 2014 to consider:
 - Whether to adopt SB 960's provisions in full, in part, or not at all (adoption not mandatory),
 - Potential Community Development Code standards for agritourism allowances/restrictions.
- Revealed:
 - Concerns/interests involving activities beyond the SB 960 scope, including those in districts besides EFU/AF-20,
 - A need to better understand the nature of visitor activity in the County's larger rural area.

The Board of Commissioners decided to undertake a broader study, and the TAG outreach was suspended. Should the Board decide to revisit a potential ordinance to adopt agritourism provisions of SB 960, related public involvement would be restarted, and would include advertised public hearings. Outreach for the Rural Tourism Study does not replace that public involvement.

¹ During outreach, Long Range Planning staff also worked with the County Sheriff's Office and Health Department, Building, Current Planning, Transportation Planning, Road Operations, and Engineering/Traffic Sections; the State Water Master's and Fire Marshal's offices; Banks, Forest Grove, Cornelius, North Plains, and Hillsboro Fire districts, and Tualatin Valley Fire & Rescue.

Rural Tourism Study Outreach/Research

Interviews/Focus Group

The consultant spoke with 27 parties from different areas of the County (see attached map), individually or as part of a focus group, with the following goals:

- Involve rural interests from northeastern rural Washington County (well-represented at earlier agritourism TAG meetings), while also providing for inclusion of agricultural, commercial, and residential voices from the County's western and southern rural areas, and input from related organizations/agencies,
- Gather information and opinions from participants, understanding that a level of anonymity would be afforded by:
 - No County staff attendance at interviews/focus group activities,
 - Aggregating feedback within reporting.

Anonymity was considered important so that participants might speak more freely, affecting the ability to reflect the nature and scale of the County's rural tourism sector and related perceptions of it.

Work Group

Staff formed a **13-member work group** to serve as a sounding board for the work of County staff and consultants. The work group:

- Included farm and nursery proprietors, vintners, residents, a bike tour operator, rural lodging and diner operators, agriculture/tourism/economic advocates and others,
- Was planned to encompass diverse perspectives, areas of interest and expertise, and geographic distribution (see attached membership map).

The work group met three times. The last meeting took place after each member had received a preliminary draft report, and in many cases shared it with others. Significant discussion from that meeting was incorporated into the final report, including concerns raised on behalf of organizations and neighborhood groups.

Other Staff Research

Using web and phone research, County staff analyzed 127 rural Washington County properties (those found to be publicly advertising some form of visitor invitation), and:

- Categorized primary uses of sites hosting activities (traditional farming/nursery, recreation, winery, etc.),
- Categorized activities hosted on each site,
- Followed up by phone with site proprietors to verify/supplement an understanding of site activities,
- Reported on the above from a statistical standpoint in terms of visitor-oriented activity types occurring in the overall sample and types of sites hosting them,
- Showed general distribution of properties within the 127-site sample on a map reflecting primary use and location of each site (see report page 43).

Appendix B of the report includes individual sites in terms of data used for statistical findings. Names and street addresses did not factor in as data and so are omitted consistent with common principles for statistical reporting. Sites may be identifiable, however, based on attributes and locations as reflected within the map on page 43 of the report and within Appendix B.

Outreach through Report Presentations

Preliminary Draft Report

Staff presentations on the **draft** report were made to the following:

- Planning Commission,
- Board of Commissioners,
- Rural Tourism Study Work Group.

Copies of the **draft** report were shared with:

- Rural Tourism Study Work Group members,
- Citizens who attended the public Planning Commission presentation,
- Proprietors of rural sites that were used as case studies in the research,
- The Planning Commission, Board, and staff.

Much of the feedback received during or in response to preliminary distribution and presentations of the draft led to additions to the report before final release.

Final Report

Staff made presentations on the **final** report to the following groups by request:

- CPOs 8 and 12C,
- Planning Directors (of cities in Washington County),
- Washington County Visitors Association (WCVA) Board,
- Washington County Rural Roads Operations and Maintenance Advisory Committee (RROMAC),
- North Willamette Vintners.

The **final** Rural Tourism Study report was released for wider public comment as follows:

- Sent to all who received/commented on the preliminary version (see above),
- Sent to four libraries including those nearest the County's rural areas, transferable to other branches (10 parties borrowed copies and reference copies were available as well. The Cedar Mill Library featured the report in a central display),
- Sent to all Citizens' Participation Organization Chairs for sharing with CPO members,
- Sent to the Department of Land Conservation and Development (DLCD),
- Located in several County office lobbies for public reference,
- Copies available through the County's Long Range Planning office/sent out by request,
- Posted on the County web site,
- Web links distributed to over 160 parties, including regular subscribers to electronic updates from the County, parties making special requests, TAG members from earlier agritourism outreach, local Chambers of Commerce, cities within the County, and others,
- Open public comment period spanning four months over the summer and early fall,
- Comment box included with electronic posting of the report to facilitate online feedback,
- Press releases, email, web postings, and social media employed to draw awareness and request comments.

2. QUESTION: TELL US ABOUT... PLANS FOR THE FUTURE. PLEASE KEEP US UP TO DATE ON YOUR NEXT STEPS IN RELATION TO RURAL TOURISM.

At this time, there is no official County position or plan on where to head with restrictions/permissions related to rural visitor-oriented activities and there is no active ordinance formally addressing these. The report and comments on it will help to inform future actions the Board may direct on any next steps for rural tourism. Some suggestions within the report and related comments address issues that could fall under County purview. Others, if pursued, may call for leadership by outside agencies or potential inter-agency partnerships. We will continue to provide updates as we move forward.

3. QUESTION: WILL ALL THE COMMENTS BE INCLUDED IN THE RURAL TOURISM REPORT?

At this stage we don't plan to revise the Rural Tourism Study report itself to include the comments. Now that the public review period is over, we are drafting a brief staff report on input from the comment period, viewpoints from within the study report, and oral feedback gathered at earlier presentations. With that, we will revisit the Board about their interest in potentially moving forward with any actions related to rural tourism. We will let you know when this report is available and when it might be discussed by the Board.

4. QUESTION: WHERE CAN CITIZENS FIND THE COMMENTS?

Staff has previously provided the CCI with the written comments on the final draft that were received prior to your last inquiry. Attached are the written comments submitted to us afterward, and those received earlier in response to the preliminary report. All of the comments will be provided as an attachment to our staff report to the Board.

A total of 15 parties sent in comments, including those who responded to preliminary and final report releases. Each brings important perspectives to the conversation. Comments submitted tend to fall into two main areas of interest:

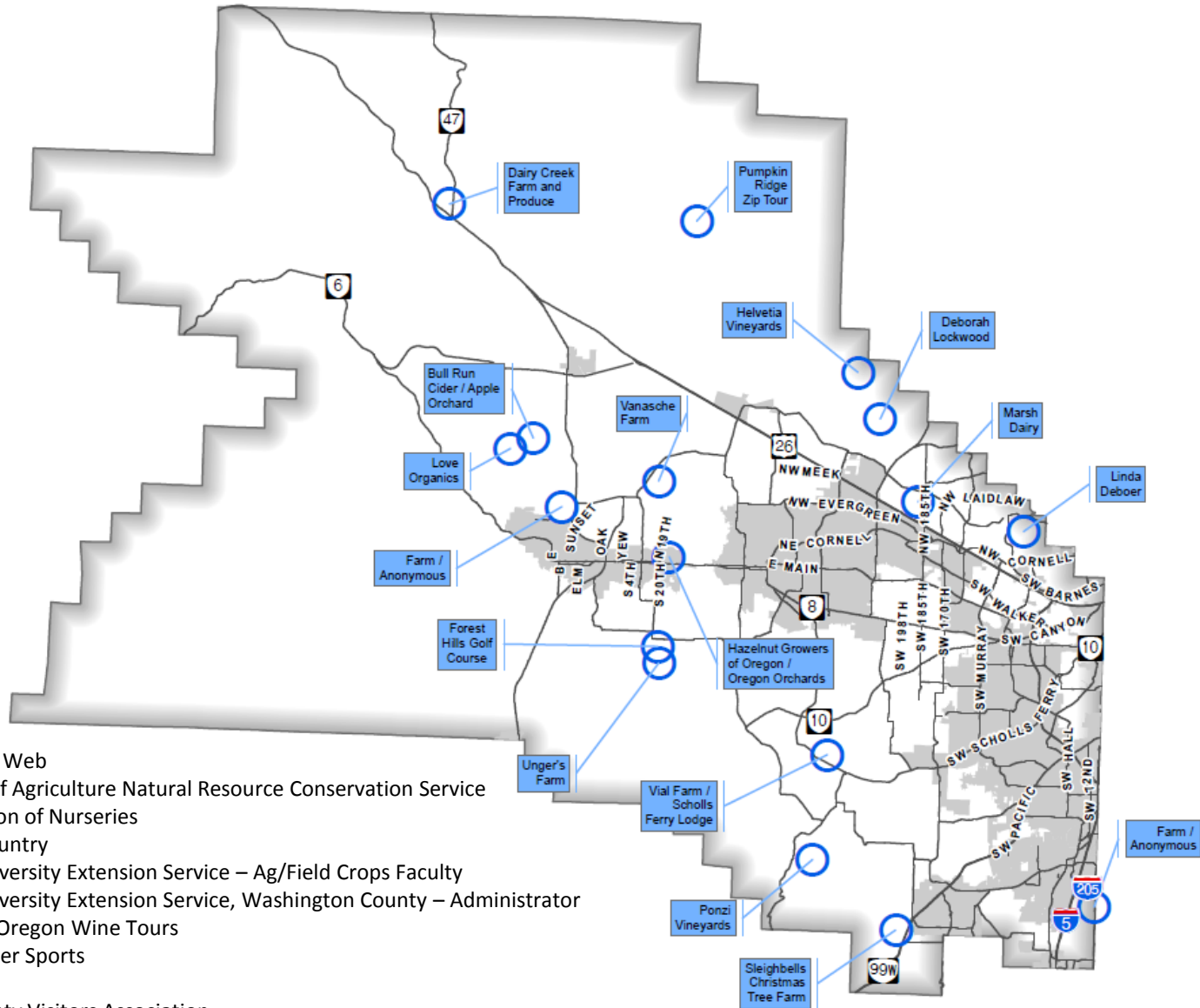
- Concerns about rural tourism and associated desire for ongoing/improved **farming/forestry/residential protections,**
- Interest in **promotion and expansion of nature-based tourism.**

cc: Dan Schauer, Washington County Administrative Office – Community Engagement

Agritourism/SB 960 - Potential Interested Parties for TAG (2013/2014)

1,000 Friends of Oregon	Steve McCoy
Adelante Mujeres	
Agricultural farmer (Jossey Farms)	Danielle Gregg
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Agricultural farmer (Spiesschaert Farms)	Lyle Spiesschaert
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CPO 8	John Driscoll
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School District - Gaston	Roger Messenbrink
School District - Hillsboro	Adam Stewart
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Save Helvetia (back-up)	Allen Amabisca
Sherwood Chamber of Commerce	Ashley Graff
Tualatin Soil and Water Conservation District	Judy Marsh
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Washington County Visitor's Association	Carolyn McCormick
Oregon Heritage Farms	Chelsea McLennan-West
Square Peg Farm	Amy Benson
	Leslie Morgan

WASHINGTON COUNTY RURAL TOURISM STUDY: INTERVIEW/FOCUS GROUP PARTICIPANTS



Others:

- Dairy Creek Food Web
- US Department of Agriculture Natural Resource Conservation Service
- Oregon Association of Nurseries
- Oregon Horse Country
- Oregon State University Extension Service – Ag/Field Crops Faculty
- Oregon State University Extension Service, Washington County – Administrator
- Portland Trolley/Oregon Wine Tours
- Sam Drevo – Water Sports
- Travel Oregon
- Washington County Visitors Association

WASHINGTON COUNTY RURAL TOURISM STUDY: WORK GROUP

Others:

- Scott Klees, Pedal Bike Tours
- Carolyn McCormick, Washington County Visitors Assoc.
- Pam Treece, Westside Economic Alliance
- Friends of Family Farmers (First Nellie McAdams, replaced by Ivan Mulaski)

Michele Carpenter:
David Hill Winery

Grace Dinsdale:
Blooming Nursery

Terry Hummel:
Cruise In Country Diner

Darla Baggenstos:
Baggenstos Farm

Peter Jacoby:
Scholls Ferry Vineyards

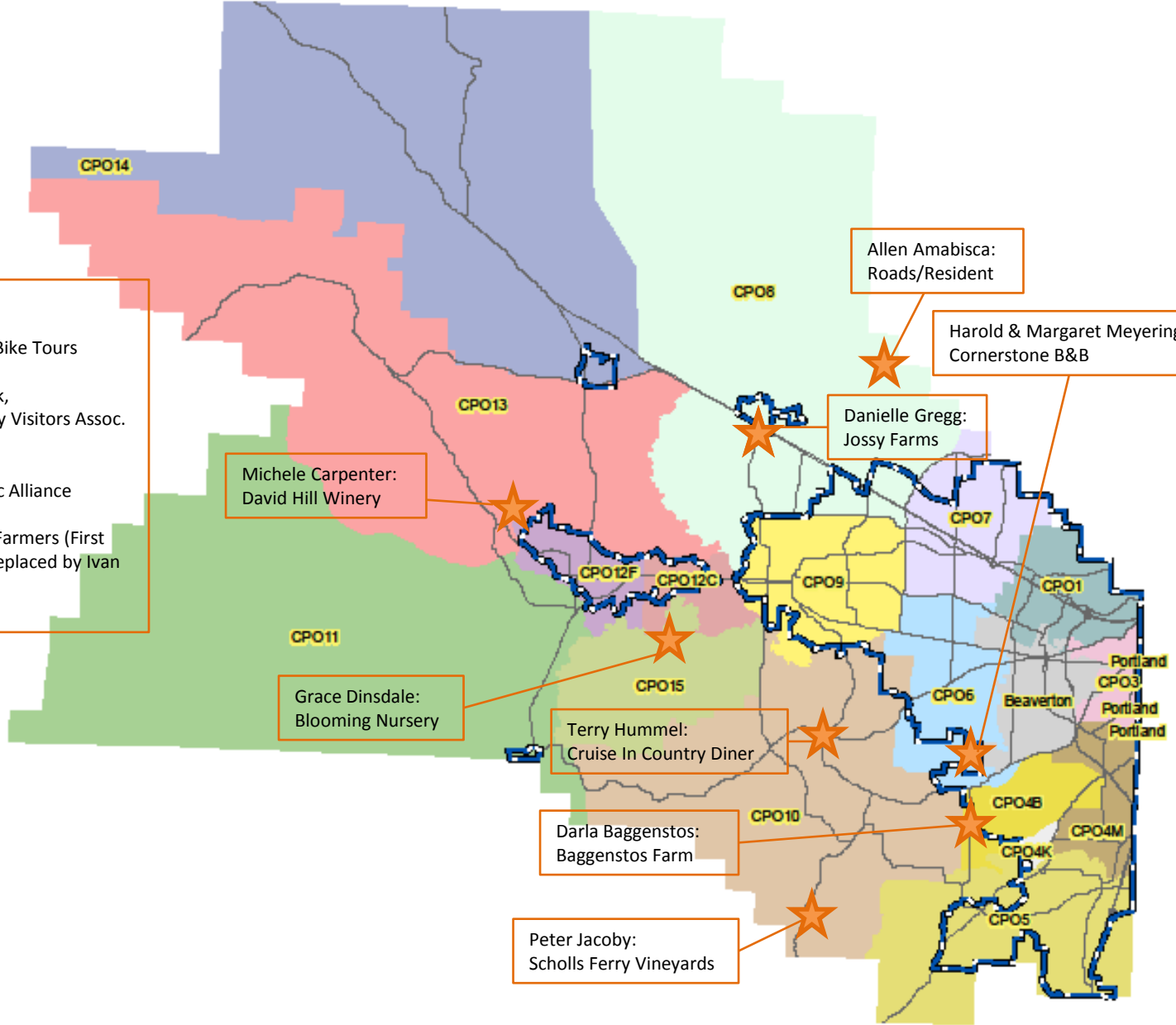
Allen Amabisca:
Roads/Resident

Harold & Margaret Meyering:
Cornerstone B&B

Danielle Gregg:
Jossy Farms

Legend

 UGB



PUBLIC COMMENTS ON WASHINGTON COUNTY RURAL TOURISM STUDY REPORT: SUMMARY

<p>Total Parties Commenting: 16</p> <p>Comments submitted generally fall into two main areas of interest:</p> <ul style="list-style-type: none"> Concerns about rural tourism, associated desire for ongoing/improved farming/ forestry/residential protections; Interest in promotion and expansion of nature-based tourism. 	Comment on Draft Report	Comment on Final Report	Staff Notes
<p>CONCERNS ABOUT RURAL TOURISM, ASSOCIATED DESIRE FOR ONGOING/IMPROVED FARMING/FORESTRY/RESIDENTIAL PROTECTIONS – Parties commenting from this standpoint: 6 (4 from Helvetia or near, 2 anonymous with no address) <i>Subtopics below reflect related issues drawn from comment letters</i></p>			
FARM/FOREST IMPACTS			
Concerns that activities not subordinate to farming could impact ag practices.		✓	
Concern that skills and interests needed to grow food and fiber are different from tourist functions and will compete for owner’s time and attention.			
Concerns about potential impacts on stability of existing land use patterns in farm/forest areas from expansion of tourist activities. <i>Lodging for over 5 guests, increases in large events, sites functioning as “full service bars” particularly called out as potentially causative/contributory.</i>		✓	
Desire careful planning, clear guidelines, close monitoring to ensure that urban/non-resource commercial activities don’t dominate over farming interests.	✓	✓	
Concern that agritourism conflicts with intent of rural reserves; suggestion to “bring into urban reserves and let people decide what they want to do for themselves.”		✓	
Suggestion that state’s right to farm law be addressed.	✓		Right-to-Farm law added to final report pg. 76.
RESIDENTIAL IMPACTS			
General concerns that expansion of tourist activities and increases in local concentrations, especially with activities not subordinate to farm use, will impact rural residential quality of life. <i>Lodging for over 5 guests, increases in large events, sites functioning as “full service bars” were particularly called out as potentially causative/contributory.</i>		✓	
Complaints about noise generated by rural tourism activities.	✓	✓	
Concerns about trespass into residential yards.	✓	✓	
Complaints about roadway parking and road/access closures for events and inconvenience to residents delayed or blocked from access to/from properties.	✓	✓	
Desire for notice to neighbors before roadway events such as races/parades.	✓		
Desire careful planning, clear guidelines, close monitoring to ensure that urban/non-resource commercial activities don’t dominate over neighbor concerns.	✓		
ECONOMICS/MARKETING			
Perception that County’s direction went from considering potential restrictions on agritourism via SB 960 to a marketing plan for broader scale rural tourism.		✓	
Desire for evidence that farm/forest interests are not prospering due to inability to offer/expand tourist activities (evidence rural tourism is economically justifiable).		✓	
Suggestion that roadway events should have to benefit the area they impact.	✓		Sections of report present marketing research/vantage points or projections/assumptions of rural tourism growth but County has not taken a promotional (or any) stance.

Topic/Suggestion	Comment on Draft Report	Comment on Final Report	Staff Notes
CONCERNS ABOUT RURAL TOURISM, ASSOCIATED DESIRE FOR ONGOING/ IMPROVED FARMING/FORESTRY/RESIDENTIAL PROTECTIONS (Continued)			
ENFORCEMENT			
Suggestion that rural tourism related violations/complaint history be addressed in the report.	✓		<i>Sections on complaint history/violations, noise regs, roadway issues added to final report, including Helvetia-specific info (pg. 109 + previously noted pgs.)</i>
Concern that County's regulations and complaint-based code compliance system are inadequate to manage existing and expanding rural tourism impacts, especially in terms of noise monitoring.	✓	✓	
Concerns about potential retaliation by neighbor or event participant for reporting tourism-related impact or seeking enforcement.		✓	
TRAFFIC SAFETY			
Concerns about hazards from increased presence of bicycles and commuter traffic on roads used by agricultural equipment and semi-trucks.	✓	✓	<i>Section on Rural Road Enhancement Study Corridors added to final report (pg. 112).</i>
Concerns about safety impacts of road and access closures for events in roadways (bike/running races, etc.) that prevent or critically delay ingress and egress for medical emergencies.	✓	✓	<i>Section on events in roadways added to final report reflects this concern (pg. 108).</i>
OTHER SAFETY			
Concern that farm/forest operators conducting tourism activities bring more people to fire prone areas, increase risk of loss to home and livelihood of rural residents/farmers/foresters.		✓	
Concerns about aerial trespass and dangers from model aircraft events.	✓	✓	
OTHER			
Opposition to marijuana growing and its potential effects on residential quality of life, water table, safety, health.		✓	<i>Marijuana info added to final report (pgs. 28, 62). Is commenter's concern that marijuana and rural tourism will drive each other's growth, thus amplify these impacts?</i>
PUBLIC INVOLVEMENT			
Perception of inadequate public process outreach/Perception that County gives inadequate attention to rural residents' concerns.	✓	✓	<i>Re: Comments referring to anonymity in terms of staff research using 127 sites - That analysis involved sites publicly advertising for visitors (mapped in report). The comments may be intended to relate to separate consultant-led outreach, wherein anonymity was afforded to a degree by aggregation of comments and no staff presence at interviews. Parties included in interviews/focus groups and Work Group are indicated in Attachments A and B of this issue paper and included Helvetia participants.</i>
Concerns about conflicts of interest over: PC Chair conducting rural tourism operations and having input to study, WCVA standing to earn increased lodging taxes with potential rural tourism expansion.	✓		
Concerns about anonymity allowed participants in certain aspects of study.		✓	
Recommendation that any policy changes involve significant input from rural citizens not practicing rural tourism.			
Recommendation that rural tourism be studied by committee representing all areas of the county, majority being rural members, including several from Helvetia. Objective to recommend: how to improve CDC's protections against impacts from rural tourism; whether some CDC standards may be too restrictive; whether to adopt SB 960 in full, in part, or not at all; how to monitor land use stability of an area due to tourism impacts; objective, fair criteria by which to judge whether an area has reached instability/saturation and can't sustain/expand rural tourism.		✓	

Topic/Suggestion	Comment on Draft Report	Comment on Final Report	Staff Notes
<p>INTEREST IN PROMOTION AND EXPANSION OF NATURE-BASED TOURISM Parties Commenting from this standpoint: 10 (1 from Tualatin River Keepers Advocacy & Communications Manager. All others appear to be in connection with River Keepers effort - 2 parties from urban unincorporated Washington County, 4 from incorporated cities in the County, 3 from outside County boundaries) Subtopics below reflect related issues drawn from comment letters</p>			
ECONOMICS/MARKETING			
Suggestion to conduct economic analysis of nature based tourism in Washington County with goal of marketing plan.		✓	<p>The study scope did not provide for a formal tourism plan or promotional program, but these suggestions provide considerations for potential next steps by the County and/or other agencies. Aspects beyond County purview may suggest outside agency leadership/collaboration.</p> <p>Statistical findings within report (pgs. 39-49) include data from a number of recreational sites/amenities noted at left. Appendix B (pgs. 138-140) includes site information that served as data. See also map that shows many of the trails, scenic routes, parks, and Tualatin River and Hagg Lake access points, (pg. 43).</p>
<p>Suggestions to prepare nature-based tourism development plan to promote natural areas and public amenities that facilitate enjoyment of them. Various letters suggested that amenities below be promoted: <u>Existing:</u></p> <ul style="list-style-type: none"> • Hagg Lake for fishing and boating • Tualatin River Water Trail for canoeing and kayaking • Banks-Vernonia Trail bicycling and hiking • Jackson Bottom, Fernhill Wetlands and Killin Wetland for birding and nature watching • Lee Falls for swimming, picnicking, and fishing • Tualatin Valley Scenic Bikeway • Tillamook National Forest (partly in Washington County) • LL Stub Stewart State Park • Tualatin River National Wildlife Refuge <p><u>Planned/Under Development:</u></p> <ul style="list-style-type: none"> • Yamhelas Trail near Gaston • Portland to Coast Salmonberry Trail • Wapato Lake National Wildlife Refuge • Chehalem Ridge Natural Area 		✓	
FUNDING			
Suggestion to increase funding to maintain above amenities.		✓	
IMPROVEMENTS			
<p>Desire to expand public amenities that facilitate enjoyment of natural areas. Various letters suggested more campsites, primarily close to above amenities and especially along water/trail routes; and suggested additional water access points at locations along the Tualatin River.</p>		✓	

From: Allen Amabisca [mailto:allen@helvetia.us]
Sent: Tuesday, April 26, 2016 12:51 PM
To: Anne Kelly; Theresa Cherniak
Cc: Greg Malinowski
Subject: Follow Up re: Washington County DRAFT Rural Tourism Study Report

Dear Theresa Cherniak and Anne Kelly,

I have carefully reviewed the draft of the Rural Tourism Study report that was issued on March 31, 2016.

The Draft report is detailed in noting the potential benefits and trends for rural tourism in rural Washington County. Unfortunately the report is glaringly deficient in several key areas.

There is no analysis of the history of complaints issued by citizens of rural Washington County regarding rural tourism events. Nor is there any history provided regarding legal actions taken by citizens of rural Washington County against rural tourism related organizations or events, that involved either the County itself and or LUBA.

This deficiency provides no support or guidance for driving the draft report's stated potential need for enhanced controls, laws, or County staffing to confidently handle any increases in rural tourism in rural Washington County. The lack of any historical understanding of the negative impacts from existing rural tourism activities within rural Washington County weakens the confidence in the recommendations for successful management of any increase in rural tourism activity in Washington County. Indeed, lack of analysis of the historical negative impacts from rural tourism in Washington County potentially creates an increased risk of liability and burdensome costs for Washington County if inadequate controls result in increasing numbers of lawsuits and rural citizen escalations seeking relief.

The very few citizens that have been interviewed to date for this study are indicating there is an underlying concern and a lack of clarity on what constitutes rural tourism. In Chapter 2, on page 31 the need for clear understanding of the negative impacts of rural tourism was identified by the few farmers interviewed for this study. The identified concern reads as follows, "Most interviewees interpreted rural tourism as both a strength and a challenge for agriculture. Rural tourism needs to be carefully developed so that it can be a true strength for agriculture." To emphasize the need to carefully develop a rural tourism process, the following comment at the bottom of page 31 highlights another key challenge. The draft report states, "There does not seem to be a mutually-accepted definition/perception by stakeholders as to what constitutes "activities" or "events" on farms." The citizens noted comments on page 31 clearly show that Washington County needs to comprehend and meet the concerns to ensure that risks and costs from negative impacts of a growing rural tourism program can be successfully mitigated.

The lack of extensive citizen involvement by those not involved directly in promoting or engaging in rural tourism activities has resulted in Chapter 3 being limited to a solely pro-tourism statement. There is no clarification provided on the risks from the negative impacts from rural tourism. One is left with the belief that there are no significant negative issues resulting from rural tourism in rural Washington County.

My disappointment is that the inputs from citizens involved with the Rural Tourism work group, regarding existing serious concerns from specific negative impacts from rural tourism events, have been downplayed in this draft report. The environment of rural Washington County enables noise and road safety to be high impact issues, but the Draft report appears to downplay these voiced concerns. The lack of follow-up regarding the concerns raised by

Washington County citizens is a major failing in this Draft report. Significant additional citizen input regarding the impact of noise, road safety, and other concerns in the unique rural environment in Washington County would significantly strengthen this report.

Chapter 5, Assessment of Impacts would have been markedly improved with additional inputs from significant numbers of citizens and an analysis of the historical records regarding citizen complaints/escalations, and lawsuits resulting from negative actions from rural tourism events in rural Washington County. On page 105 of chapter 5, a very misleading statement is offered under Case Study Findings. "While none of the case study participants claimed that their operations resulted in complaints in recent years, they were able to highlight how the characteristics of their operations could lead to impacts.....". This comment alone should be a red flag as to the completeness of this draft report. This draft report needs to verify what are the numbers and types of complaints and lawsuits that have been issued regarding rural tourism activities in the unique rural Washington County environment. Without this key data the mitigation strategies highlighted in chapter 5, pages 112-115 appear to be unsupportable as effective solutions in reducing negative impacts from rural tourism.

The current draft report as presented is incomplete, lacking significant rural citizen involvement and any analysis of the historical complaints, escalations, and lawsuits that have been derived from negative impacts by existing rural tourism activity in rural Washington County. This gap in information is placing Washington County at significant risk of litigation and costs from citizen complaints, as well as risking damage to citizen support for an expanding rural tourism program.

An honest assessment of the historical real negative impacts on, and concerns of, rural tourism by citizens living and working in the unique environment of rural Washington County is needed. Only in this way will this study ensure that rural Washington County can successfully support an expanded rural tourism program and still be a great place to live and work in.

Best Regards,

Allen Amabisca
Rural Resident and RROMAC Member

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Best Regards,

Allen Amabisca
Rural Resident and RROMAC Member

On Apr 13, 2016, at 3:11 PM, Anne Kelly <Anne_Kelly@co.washington.or.us> wrote:

Hi, Allen.

Good to hear. Thank you for letting me know.

We look forward to seeing you!

Anne Kelly | Associate Planner
503-846-3583 anne_kelly@co.washington.or.us

From: Allen Amabisca [<mailto:allen@helvetia.us>]
Sent: Wednesday, April 13, 2016 3:00 PM
To: Anne Kelly
Subject: Re: Follow Up re: Work Group Meeting #3 and Washington County DRAFT Rural Tourism Study Report

Hi Anne,

Yes I will attend the April 28 meeting.
Allen Amabisca

May 4, 2016

The Limited Release Draft Report on Rural Tourism

Public Involvement Issues

County staff attested to the Planning Commission that there was no written public involvement plan, yet what they did with the work group, interviews, and anonymous interviews with providers of events is all organized and timed out indicating that they are following a chronological plan and strategic design/roll out. I suspect that there was a plan to do all of this (likely created by the contractor and tailored to the county desire) and that the "county" intended to hold the general public out of the planning process until they had a pretty finalized report. This violation of public involvement requires finesse, so staff and Chair Vial offered as "justifications": "this became so complex", and "the feedback from the first round was so diverse". Sounds like a planning process, doesn't it? Nonetheless, the break in continuous citizen involvement is a violation of goal one and the county resolution and order (#86-58) to support citizen involvement. I recommended that all significant projects from the county's annual work plan be required to have a written citizen involvement plan, that that draft plan be shared with CPOs and the CCI, and once it was approval from the CCI, the CCI formally signs off on it. CCI then tracks the plans for compliance.

Staff claim that they were concerned that the 127 providers of events would not talk if they feared reprisal so they promised anonymity to all while at the same time, omitting goal one public involvement! That is not a legal or a good trade-off.

The study utilizes a secret list of interviewees who are allowed to make statements with anonymity. This appears to take the place of broad public involvement in open forums, more typical of citizen involvement as we know it. In open forums, people's positions can persuade others and also be open to rebuttal and comment. When bias comes in, it might become visible. Secret and anonymous interviews do not allow the public to judge what has been said and who has said it and with what

motive. This does not comport with best practices for citizen involvement but can be a strategy for cherry picking findings and shaping data.

Within the report itself, staff (and their editors) take the liberty to extract potential action items for decision makers. In a report of such length, this table could become the executive summary shorthand for many. By the time that this is finalized for “the public”, we will once again experience **MAGIC**. 95% of the decision-making will have occurred and goal one’s “public involvement throughout” will become a charade.

County staff offered anonymity to phone interviewees and they note that these are “citizen perspectives”. How are citizens to know that this is true citizen participation? How did selection occur, what was said, was this a true continuum of 33,000 resident perspectives? Thus it becomes easy to say that “most support” X,Y,Z in this invisible hand of citizen involvement.

It is of concern that the Committee for Citizen Involvement has not been tracking this project. Perhaps they have been distracted by the CPO transition from OSU Extension Services to county auspices. It is of concern that at a time that the county begins to take over the operation of citizen participation, citizens are left out of planning in this very significant land use, planning project.

Determination to Grant Immunity and Amnesty

By interviewing 127 providers under the promise of anonymity, the county has “de facto” granted immunity and amnesty for past, present, and possibly future deeds. Was this a legal determination made by county counsel, the district attorney, the sheriff, or was this a political determination made by the chair of BOCC? If the latter, is that legal? There have been many citizens who have suffered loss of livability because of events and whom have complained over the years about event transgressions. It does not seem fitting to grant immunity and amnesty en masse. County staff claimed that they believed they could not get a true picture of events without this immunity/amnesty, yet they

did not undertake any study of the cases where complaints had come in to the county over the last decade or more.

Did the county strategically chose a sub-contractor to undertake the anonymous interviews so that they would not get the county's hands dirty? County policy has given cover to those violating the rules and regulations while the project fails to fully listen to the law-abiding complainants from over the years.

Save Helvetia's position paper recommended that violators of long standing not be allowed to obtain permits. Has the county action eclipsed any possibility of that?

History of Project Rewritten and Reorganized

There is scant identification of phase one of the Agri-tourism study: the technical advisory group; the input from community volunteers; the justification for delaying the project and contracting out the \$80,000 to an outside agency. The report says that the phase one outreach revealed "diverse views". So was this the justification to take this "off line"? We learned that the study became more "complex" from Chair Vial and county staff. What appears in this phase two is less diverse and complex! It is a marketing and business plan focused on the development of rural tourism using a different set of respondents: less citizen and community leadership and more event providers (127) a list of secret interviewees, an Advisory Group that met twice instead of 4 times over the course of one year, and the work of consultants from another county.

Save Helvetia submitted an 8 page position paper that is nowhere referenced. While some of our issues appear taken into consideration, others are clearly omitted.

Chapter Three Rural Tourism

In this section, the secret interview results are detailed. Those 127 event providers that had been operating outside the regulations all want to do the right thing about traffic and noise, et al. But by experience, we know that this is not the case in practice. There is talk about developing educational materials so that farming practices are

better understood or people know how to arrive at good neighbor agreements. This leads one to understand that “over-regulation” and facilitating commercial activity is achievable if only complainers can get out of the way.

Rural Tourism Regulatory Framework

All of the analysis is related to land use designations: what might be legally allowed for various designations. However the county noise ordinance would/should fit in this framework as it is regulatory. Noise and hours of music are repetitive themes of those with complaints and provider of events. What days allow noise? What hours allow noise? What days and hours restrict noise? Enforcement of the noise ordinance needs discussion because the current ordinance demands and requires that a deputy “witness” the noise. Without personnel, there is no witness, and maybe that is what they intend to continue. Is amplification in the city the same as in the rural countryside?

The state laws governing the “right to farm” should be spelled out here in the regulatory framework. What might come into conflict with the right to farm?; dust?; noxious weeds? conflict with the movement of farm machinery?; the spraying of herbicides or pesticides?

The regulatory framework should also include the county regulations governing the staffing of sheriff patrol deputies, which would point out that the rural area is not currently staffed for adequate health and safety much less staffed for the addition of rural tourism. The staffing of code enforcement staff inside the Solid Waste Unit of Health and Human Services Department now endorses 1 FTE for the entire county. The 8-5, M-F schedule is not adaptive for the weekend activity likely for rural tourism events. Solid Waste Division is also where the noise ordinance is assigned, yet no comment or analysis is evident from this department.

In the regulatory framework, I think it would be beneficial to have a matrix of legal “rights”. This could display what rights would be created by regulatory actions for event providers and what rights might be taken away from residents (absence of noise after certain hours and on Sunday for example).

Chapter 5 Assessment of Impacts

The impact section is based on case studies of event locals and interviews with event providers. It does not include a case study of **complaints over the past 10-15 years**. This creates a lopsided view of impacts and from the point of view of event providers rather than a more balanced result with adding the perspectives from those impacted and willing to assert their livability rights. It is not surprising then that from the draft report, we learn that from the provider point of view, they are adept at self-monitoring, controlling traffic, managing noise, and otherwise resolving any of the conflict issues raised during the earlier phase of Agri-tourism several years ago. **MAGIC!** This is a biased and scientifically flawed research design and methodology. Was the research design the map to get to where they wanted to go? It appears so.

The report states: “expanded commuting and rural tourism will increase impacts on rural roads and may increase conflicts”. That is already the case, there are already conflicts, and nothing appears to be developing to address these conflicts. The report appears to support adding more commuters onto rural roads. The prescription the draft offers is to add a note to the transportation plan in the future.

The study indicates that the closer to an urban area, the more likely event activities will occur. Might there be some rationale then to spread out the geographies in which events can occur so that say, Helvetia will not suffer the greatest density of impacts? This has been our experience over the past decade and the context of why we are involved in this issue.

The staff should now stop the process and go back and case study **complaints**. They don't have to name names but they can factor in general location, types of complaints, frequency through time, availability of deputy to the scene, what resolutions occurred if any. Did the complaints recur through time? Did the event host amend his/her behavior? Were any citations given to provider or guests? What were eventual outcomes? How many fines have been levied? How many cases have gone to contested hearings? How many citizens have hired an attorney in efforts to influence county enforcement of ordinances?

There should be more discussion about the science of noise and especially in open areas where noise attenuates over longer distances than in a city where multiple structures work to baffle and divert. Contours can and do carry noise. Allowing outdoor, amplified music in some open rural areas could readily impact those within several miles. The epicenter of activity would be in the warm summer months when rural dwellers have windows open at night or might be looking for some repose in their yard. The report does not take season into impact account.

While noise is one of the most frequent impacts throughout the study, on Page 113 noise is discussed without **once** mentioning elements of the county noise ordinance or even referencing the ordinance. It implies that all of this is negotiable as a mitigation strategy vs. the law of the county. It fails to reference the need for excessive noise to be witnessed by a deputy. It is left to "good neighbor agreements and speed signage".

When it gets to "patron behavior" the report omits any discussion of traffic enforcement on rural roads. Are we to understand that all patrons get a civics lesson with their event ticket and that they all abide by those standards?!

The report is regulation averse, likely by county fiat. So rather than "regulations", the county might issue "guidelines" for mitigation or good neighbor agreements, educational materials. What we have learned from those that have drawn the most conflict, they were averse to negotiation with neighbors.

As a taxpayer, I would like to know whether the county can be sued for facilitating events that go south? In addition, if the county fails to adequately regulate and monitor, might the county be liable for failing or neglecting public safety? Will event providers be required to carry event insurance to protect attendees? Will the county require providers to hold the county "harmless"?

There is no reference or discussion of the ODOT study of traffic fatalities on rural roads. Fatalities are higher given the velocity of those exiting

freeways while maintaining high speeds, the lack of traffic separators, the gravel shoulders, and the distance from advanced medical evacuation.

I have heard Chair Duyck say at a CPO meeting that there have been 10 or so “bad apples” in Washington County that have given rural events a “bad name”. The study omits the study of these “bad apples” and is incomplete without this perspective. A good research design always studies the outliers.

Much of the impact section focuses on impacts to Agriculture. However the county has over the years facilitated people living in the rural unincorporated portion of the county. They must also address impacts to those rural communities and the residents.

If they had studied complaints they would have gotten noise, traffic, driving while inebriated, clogging of roads, the blocking of emergency vehicles, trespassing, etc. There ought to be some history now of other counties that have adopted agri-tourism. Is DUII up? How have they managed law enforcement staffing? On Sauvie Island, recreational users buy a windshield permit which pays for code enforcement.

While the county did not take up a citizen-based effort to update the noise ordinance in 2004-2005, the sheriff's office sought and got an amendment to allow them to confiscate sound equipment in the unincorporated rural county. This was to allow them to intervene on RAVE parties that young people would undertake out in the boonies. Will the WCSO be capable of confiscating sound equipment from event providers who are violating the county noise ordinance? Will there be staffing?

At the planning commission meeting of 4/20/16, Commissioner Enloe offered that a Kim Hahn of Washington County has developed a “Safety Plan” for rural roads in Washington County. We do not know at this time how this relates to rural tourism.

Conflicts of Interest

Chair Vial announced that he was a provider of rural tourism events (barn weddings and he has a 5 bed B and B status). He said his area of Scholls had become known as the marital-industrial complex because there are so many signs for weddings in different directions at the Scholls junction on weekends. An exploration of the Vial Family Farm website: www.schollsvallylodge.com shows they market overnight stays for up to 26 guests. It is unclear how one in operation outside of current county ordinances chairs the county appointed committee reviewing the rural tourism draft report. Did Mr. Vial obtain amnesty through this research project?

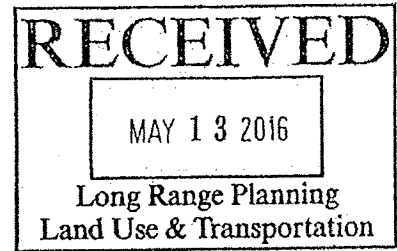
You would think that the WCVA would benefit from overnight stay taxes so they benefit from the expansion of rural tourism. The county would benefit from a multiplier effect on increased commerce in the county.

Rights in the Balance

If parts of this proceed toward ordinances and/or ordinance amendments, will this result in a reshuffling of rights to commerce overbalancing the rights of livability? Some will gain rights (events become legal and opens up commercial opportunities) while others stand to lose rights: 33,000 rural residents might lose noise ordinance protections (depending on your neighbors). Rural residents might also be put at higher risk of loss of safety (traffic, trespass, etc). Where during the agri-tourism phase, some might argue that it became dominated by too many complaints about commercial events, the rural tourism phase is clearly a marketing plan for commerce in rural Washington County. The leadership task becomes balancing rural tourism with adequate protections of rural residents and their livability. It is clear that the principles and practice of citizen participation have been sorely compromised in this planning process. Citizen Involvement Plans should be required, the drafts should go to CPOs and the CCI for comment, and the negotiated, final, written CIPs posted on the DLUT project website and the CPO system website.

Robert Bailey

May 9, 2016



Theresa Cherniak, AICP, Principal Planner
Washington County Department of Land Use & Transportation
Planning and Development Service
Community Planning
155 N. First Ave., Suite 350, MS 14
Hillsboro, Oregon 97124

Dear Theresa,

Enclosed are my comments regarding the Rural Tourism Study, Potential Actions For Consideration. Hopefully my input is of some value in supporting the creation of a viable Rural Tourism Policy that successfully works for the residents of rural Washington County.

Best Regards,

A handwritten signature in cursive script, appearing to read "Allen Amabisca".

Allen Amabisca
13260 NW Bishop Rd.
Hillsboro, OR, 97124

Comments regarding Rural Tourism Study
Potential Action Items For Consideration
Allen Amabisca
05/08/16

#1 Policy - Board Policy Direction

Board Policy regarding Rural Tourism should enable the management of rural tourism under firm regulatory control. Maintaining the base of high-value farm land and protecting against conflicts with agriculture production must be one of the primary concerns of any rural tourism policy.

The expansion of overnight stay options is a high risk proposition. Noise controls, road safety, and road maintenance need to be carefully managed. Lodging fees and taxes should be implemented to pay for safe rural roads, noise control, and to support program oversight. Any changes in existing policy must be supported via extensive public input from rural citizens not directly engaged in rural tourism activities.

#2 Education/Assistance/Support

Ensuring LUT Dept. staffing levels are adequate for the support and oversight of rural tourism activities is essential for the longterm viability of rural tourism in WACO, and for ensuring ongoing rural public support by those not involved in any rural tourism activities.

An Office of Rural Tourism is essential to ensure required expertise is on hand to both support allowed rural tourism activities, and to ensure enforcement of controls for noise and traffic concerns are timely and adequate to enable public support of rural tourism to be maintained.

#3 Regulations

Careful assessment of impacts via clear and concise regulations for rural tourism activities is a core requirement for a successful rural tourism program in Washington County.

The unique environment of rural Washington County must be preserved and supported, to prevent the "kill the goose that lays the golden eggs" result via uncontrolled rural tourism. Noise control enforcement, road safety, and maintenance for agriculture operations, rural citizens, and rural tourism needs to be of paramount concern.

#4 Transportation Planning

Road safety is a prime consideration for rural tourism. Ensuring the safety concerns are met for rural citizens not involved in rural tourism activities and for agriculture operations should be a top priority for rural transportation planning. At the top of the list is a focused effort on finding methods to significantly reduce the volume of daily urban commuters on rural roads, by moving them onto urban roads that are designed to safely carry such traffic volumes. Traffic speed reduction and enforcement needs to be enhanced to safe guard our rural roads. Road signage needs to be expanded and enhanced to safe guard our agricultural operations that utilize the rural road system. Ensuring that rural roads are safe and adequate to support the rural residents of Washington County, and especially the agriculture operations and the participants of a rural tourism program, is very important. Safe and well maintained roads within Washington County is a critical need not only for rural Washington County, but also for those agricultural operations seeking to travel to and from the Port of Portland.

Comments regarding Rural Tourism Study
Potential Action Items For Consideration
Allen Amabisca
05/08/16

#5 Transportation Improvements

Washington County should develop adequate funding to address the increasingly serious road safety, capacity, and system maintenance concerns.

A key improvement badly needed for Washington County's rural road system is to seek innovative ways to remove the daily flow of urban commuters from the rural road system. The increasing volumes of urban commuters on our rural roads is not only creating serious safety concerns but is dramatically increasing the cost to maintain the impacted rural road system. Lowering the speeds on rural roads and expanding the signage to alert drivers of agriculture operations on the road are key to improve road safety for all, including rural tourists.

#6 Economic

It is important to develop on going partnerships with not only those involved in rural tourism but also with agriculture support groups and rural citizen groups to enable Washington County to stay abreast of changes and concerns arising in the rural community.

#7 Other Public/Private/Community

Washington County should consider developing partnerships with cities and ODOT to find ways to improve and better utilize urban roads to enable removal of urban commuters from the rural road network. These partnerships will be key in facilitating the reduction in the costs to maintain the rural road network by moving urban commuters onto the urban road system that is designed to handle the commuter traffic volumes.

Potential action items have been extracted from the report by County staff. Relevant pages are listed.

Rural Tourism Study
POTENTIAL ACTION ITEMS FOR CONSIDERATION

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
COUNTY				
POLICY	No	<ul style="list-style-type: none"> Consider an affirmative policy to broadly support rural tourism over time while not diminishing the overall farm economy. 	54	SEE ATTACHED
Board Policy Direction Required	Yes Potential CDC changes	<ul style="list-style-type: none"> Within the County's regulatory framework (which prevents permanent farmland displacement, maintains the base of high-value farmland, and protects against conflicts with agricultural production), allow rural tourism in order to benefit the rural economy. 	29, 31, 34, 54, 67, 92	SEE ATTACHED
	Yes Potential CDC changes	<ul style="list-style-type: none"> Consider expanding the suite of uses allowed within Washington County's CDC by: <ul style="list-style-type: none"> Implementing SB 960 (Agritourism) for EFU and AF-20 lands, via an approach that minimizes both impacts and undue restrictions; Implementing SB 841 (Wineries) for EFU and AF-20 lands (per state law); Incorporating regulations that allow events on farmland in sufficient numbers to afford a profit; Clarifying existing CDC standards/allowances that relate to rural tourism, including revisions to "intent" language and descriptions of allowed uses; Using SB 960 as a template for rural tourism in districts besides EFU/AF-20; Considering expansion of overnight stay options in the following ways: <ul style="list-style-type: none"> Allow small inns, at a rural scale, on Rural Commercial (R-COM) sites and in other non-resource districts, to reduce displacement of farmland for overnight stays; Consider how existing vacant farm houses/buildings could be used for lodging (subject to appropriate building permits); Allow small buildings to be built as farm stays on land that is already developed with farm buildings (not on prime undeveloped farmland). 	31, 58, 62, 67, 68, 72, 78, 90, 91, 92, 94, 95, 98, 100	
	Yes Potential CDC changes	<ul style="list-style-type: none"> Consider partnering with rural tourism stakeholders including agriculture/rural tourism interests and the broader community to create a rural tourism strategic plan addressing policy framework and rural tourism expansion acceptable to county residents. 	58	MUST include extensive public inputs from rural citizens not engaged in Rural Tourism Activities.

LEGEND
 ● County Public Improvements
 ○ Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
EDUCATION / ASSISTANCE / SUPPORT	No	<ul style="list-style-type: none"> o Consider presenting educational forums and workshops to help rural tourism stakeholders understand County codes and state law. 	58	
	No	<ul style="list-style-type: none"> • Consider reviewing Department of Land Use and Transportation staffing levels and accessibility to support rural tourism operations. 	57, 58, 63, 66, 69, 92	SEE ATTACHED
LUT General or others	No	<ul style="list-style-type: none"> o Consider providing printed and web guidance on rural tourism regulations. 	26, 58, 67, 92, 94-99	
	No	<ul style="list-style-type: none"> o Consider a single point of contact or ombudsperson to facilitate rural tourism related discussions and decisions, who is equipped to discuss challenges and ways to improve and grow business in balance and accordance with land use laws. 	58, 66	
	No	<ul style="list-style-type: none"> o Consider providing a mediator service and facilitating communications between tourism operators. 	27, 70	
	No	<ul style="list-style-type: none"> o Consider working with the Washington County Visitor's Association (WCVA) and agriculture/rural tourism industry representatives to develop guidelines for managing impacts of rural tourism activities. Incorporate these into guidelines and/or good neighbor policies with suggested strategies for: <ul style="list-style-type: none"> ▪ Traffic and crowd management and related signage and staffing; ▪ Alternative transportation such as bicycles and shuttle buses to/from nearby lodging operations; ▪ Dust control (especially for gravel roads and parking areas); ▪ Neighbor agreements and coordination among operators to avoid overlapping activities; ▪ Notice to neighbors of upcoming events/activities; and ▪ Advanced information to patrons regarding safe and appropriate behavior. 	102, 106-116	* Scenic Bikeway Management Plan, Transportation Safety Action Plan (in development) SEE ATTACHED ALSO RECALCULATED IMPACT
	No	<ul style="list-style-type: none"> o Consider developing educational materials that encourage understanding of land use laws such as those regarding the Urban Growth Boundary, urban and rural reserves, and land use issues such as the impact of residential and commercial development encroachment on farmland. 	26	

LEGEND

- County Public Improvements
- o Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
EDUCATION / ASSISTANCE / SUPPORT (Cont'd) LUT General or others	No	<ul style="list-style-type: none"> ○ Consider creating educational materials on rural tourism related uses that are: <ul style="list-style-type: none"> ▪ Exempt from permit requirements; or ▪ Already allowable in the CDC, including: room and board/B&Bs for up to five guests (EFU, AF-20, AF-5 and 10, RR-5); campgrounds (EFU, AF-20, AF-5 and 10, EFC); outdoor performing arts centers (AF-5 and 10); special recreation uses (RR-5, R-COM, R-IND); recreation facilities, eating and drinking establishments, and open air businesses (R-COM); wineries/tasting rooms (EFU, AF-20, AF-5 and 10, RR-5, R-COM, R-IND, MAE), farm stands (EFU, AF-20); and more. 	58, 67, 94-100	
REGULATIONS LUT: Community Planning, Current Planning	Yes Potential proposed CDC changes	<ul style="list-style-type: none"> ● Carefully accommodate expansion of rural tourism in ways that will be compatible with long term conservation of prime agricultural lands in accordance with Oregon land use laws. As part of this: <ul style="list-style-type: none"> ▪ Adopt standards to allow rural activities/events, with restrictions. ▪ Encourage communications with neighbors, distance from nearby homes, and restrictions on hours for amplified sound; ▪ Focus on reducing community concerns and managing negative impacts of rural tourism on farms, neighbors, and the rural landscape; ▪ Consider whether there is a way to "grandfather" (allow as nonconforming uses) certain existing rural tourism operations that were established prior to related regulatory restrictions, within limitations set by state law. 	31, 55, 57, 67	See Attached
✓ ERY 1 IMPROVEMENT	Yes Potential proposed CDC changes	<ul style="list-style-type: none"> ○ Consider regulating rural tourism uses based on potential impacts rather than the title/type of activity, considering the following: <ul style="list-style-type: none"> ▪ Traffic and road access; ▪ Parking capacity; ▪ Patron volumes; ▪ Sound amplification; ▪ Frequency of events/activities; ▪ Days/hours of operation; ▪ Proximity to neighboring land uses and other event/activity sites; ▪ Compatibility with agricultural operations; ▪ Impacts to high-value farmland; and ▪ Fire, life, safety requirements. 	102, 106-116	SEE ATTACHED

LEGEND
● County Public Improvements
○ Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
REGULATIONS (Cont'd) LUT: Community Planning, Current Planning	No but would apply to CDC changes	<ul style="list-style-type: none"> ○ Make new or revised county regulations clear and concise to ensure consistent treatment of applications. 	92	See attached
	Yes	<ul style="list-style-type: none"> ● Consider requiring a special use permit for all farm stays/vacation rentals to enable tracking of locations and so that neighbors can be notified for input before the business is authorized, and consider permit fees based on number of guest rooms. (Whole house vacation rentals are not currently regulated by the county, while B&Bs are allowed through permits. Notice of a B&B approval, however, is currently only provided to neighbors when proposed on EFU/AF-20 land). 	62	
	No	<ul style="list-style-type: none"> ○ Keep costs of permitting and compliance to a reasonable amount. 	26, 62, 69	
TRANSPORTATION PLANNING LUT: Transportation Planning	No Already in the TSP and other documents	<ul style="list-style-type: none"> ● Consider the needs of rural tourism in future rural transportation planning, including adequate roads, turn-outs, bikeways, tour routes, bus parking, carpooling to events, and parking spaces. 	58	SEE ATTACHED
	Possibly include in the TSP	<ul style="list-style-type: none"> ○ Support a strong Port of Portland with overseas shipping facilities and appropriate regional transportation investments. 	27	Does not Apply to Rural Tourism

LEGEND
● County Public Improvements
○ Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority?
TRANSPORTATION IMPROVEMENTS LUT: CPM, Operations, Engineering, Transportation Planning	No	<ul style="list-style-type: none"> Consider roadway and bridge improvements to address road safety and capacity issues affecting shipping efficiency and travel of large farm implements (such as combines and swathers), especially as rural roads are increasingly shared by commuters and tourists (including cyclists). 	19, 27, 30	<ul style="list-style-type: none"> * Existing Related Programs * MSTIP Rural bridge repair and replacement, Annual Road Maintenance Work Plan (pavement and shoulder improvements), Safety Priority Index System (expanding to include rural), ODOT All Roads Transportation Safety Program (funding of safety improvements) <i>SEE ATTACHED</i>
	No	<ul style="list-style-type: none"> Consider expanding bikeways/bike safe corridors, motorist and bicycle routes/loops, and nature trails to serve rural tourism. 	27, 66, 67, 70	<ul style="list-style-type: none"> * Council Creek Trail, Crescent Trail, Yamahas Trail, Salmonberry Trail (planned), Rural Bicycle Route Suitability Analysis (in development), Vineyard and Valley Scenic Tour Route, Tualatin Valley Scenic Bikeway, and Tualatin River Water Trail (existing)
	No	<ul style="list-style-type: none"> Consider improving signage to alert drivers to the presence of farm equipment on roadways; and explore a related satellite technology that does so via navigation systems. 	27, 66	<ul style="list-style-type: none"> * Transportation Safety Action Plan (in development) <i>SEE ATTACHED</i>

LEGEND

- County Public Improvements
- Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
ECONOMIC No designated County department	No	<ul style="list-style-type: none"> o Consider forming public/private partnerships that support rural tourism through farm diversification and rural economic development while protecting farmland (Travel Oregon's Rural Tourism Studio provides resources for collaboration). o Consider designating a facilitator/liaison for rural tourism development. 	3, 35, 54	* TV Scenic Bikeway Management Plan SEE ATTACHED
LEGISLATIVE CHANGES Lobbyist, LUT	No	<ul style="list-style-type: none"> o Participate in and monitor state lawmaking that pertains to commercial use of farmland. 	57	
LEGISLATIVE CHANGES (Cont'd) Lobbyist, LUT	No (but yes for any subsequent related CDC changes)	<ul style="list-style-type: none"> • Consider supporting amendments to state regulations to allow overnight stays for more than five guests and up to nine rooms in the EFU/AF-20 districts; or for limits based on number of rooms alone, not guests. Additionally, lobby for the same allowances on protected forest lands (EFC). 	62, 72, 94, 95	

LEGEND

- County Public Improvements
- o Other Potential Action Items

TYPE OF ACTION /Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
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POTENTIAL COUNTY COORDINATION WITH REGIONAL PARTNERS TO SUPPORT AGRICULTURE AND RURAL TOURISM

STATE	No	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
Partners may include: OSU EESC, ODA, Water Master, Oregon Travel Experience, DSL, DOR	No	<ul style="list-style-type: none"> ○ Consider working with county, state, and regional partners to support/promote: <ul style="list-style-type: none"> ▪ Ways to connect farmers with the latest technology and best practices (via OSU programs, etc.); ▪ Development of technologies and educational programs to address labor needs, and creation of shared labor pools; ▪ Programs that support farm succession planning (change of hands from one generation to another); ▪ Agricultural/rural community good neighbor, networking, and mediation programs; ▪ Public education programs about food webs and farm visit opportunities. ○ Consider working with the water master, the agricultural community, and regional partners to discuss issues affecting water quantity and quality, and strategies for efficient water use and conservation. ○ Consider working with OSU Extension Service and Oregon Department of Agriculture to develop and deliver a "Good Neighbor Relations" educational program for rural tourism providers. 	26, 27, 57, 58	* Adelante Mujeres Sustainable Agriculture Program Nice to have
	No	<ul style="list-style-type: none"> ○ Consider working with the state to develop methods for shared transportation of goods to market. 	20, 27	* Tuolatin Riverkeepers
	No	<ul style="list-style-type: none"> ○ Consider working with the state to improve rural tourism attraction/site signage (to facilitate access/wayfinding). 	57	agreed
	No	<ul style="list-style-type: none"> ● Consider working with the state to increase recreational water access (by providing more public land along navigable waterways) 	27	
	No	<ul style="list-style-type: none"> ● Consider whether whole house vacation rentals, AirBnB, VRBO should be required to register with the state as businesses and collect state and local lodging taxes. 	66	Agreed
	No	<ul style="list-style-type: none"> ● Consider working with the state to increase recreational water access (by providing more public land along navigable waterways) 	67	
	No	<ul style="list-style-type: none"> ● Consider whether whole house vacation rentals, AirBnB, VRBO should be required to register with the state as businesses and collect state and local lodging taxes. 	62	Agreed

LEGEND
 ● County Public Improvements
 ○ Other Potential Action Items

ALLEN AMABUSA

TYPE OF ACTION / Department	Legislative change?	Potential Action Items	Report Page	Notes/Priority? * Existing Related Programs
WEVA				
(WCVA may already do some of this?)	No	<ul style="list-style-type: none"> Consider forming academic research partnerships with state universities to gather market statistics; analyze visitor desires, expectations, and experiences; and generate ideas for continuous improvement. 	55	
	No	<ul style="list-style-type: none"> Consider collaborating with local, regional, and state agencies to boost access to rural tourism markets/visitors and consider developing a program geared toward recognition and branding of Washington County's rural tourism opportunities and products. 	55, 63	
	No	<ul style="list-style-type: none"> Consider expanding identification of tourist routes/loops. 	27	

OTHER: Public/Private/Community				
		<ul style="list-style-type: none"> Consider development of a policy to make internet and cell telephone service more accessible in rural areas. (Among broader benefits, this will allow travelers to locate rural tourism destinations more easily). 	68	SEE ATTACHED

Thank you for your input!

LEGEND

- County Public Improvements
- Other Potential Action Items

Anne Kelly

From: Robert Bailey <email@rpbailey.com>
Sent: Saturday, May 21, 2016 6:26 PM
To: Anne Kelly; Theresa Cherniak
Cc: Allen Amabisca; Linda DeBoer; Deborah Lockwood
Subject: Rural Tourism Input

I have thought about several areas not covered by the draft Rural Tourism report and with potential impact on rural areas.

1. We recently had the "Hippy Chick" 10-K run than started at Hillsboro Stadium but substantially ran through rural unincorporated WC. This raised money for somebody but tying up traffic access for several hours along Helvetia Road and elsewhere. Often runs are for a good cause but the good cause can be no where near where the impacts occur. Will "runs" that use the rural area fall under rural tourism? Will they need to show any benefit to the area they run through/impact? Bicyclist 10-Ks also use the country routes, money goes to an event provider, and to a good cause but often the community is impacted by delays and detours on weekends when many in the rural area are getting out to run errands or shop. I have noticed that often, none of these activities even alert the CPO that they are coming through. This should be required 60 days in advance maybe.
2. Rallies: while we have not seen many, there have been some rallies that involve cars and also motorcycles. These can be "moving" rural tourism to the extent that they use the rural area and are money makers for somebody and have possible impacts to those they pass: noise; traffic dangers; delays; detours. Often the types of cars and bikes lack legal muffling and like to express their sounds to those they pass.
3. Remote control airplane enthusiasts often look for rural venues (rural elementary schools) to fly. School district rules prohibit this because of liability, but on weekends in the rural area, there is no supervision other than the "community". Under rural tourism, a rural property owners might rent out their venue for this activity. However, to the extent that the planes fly beyond that property, they trespass/overfly private property causing noise, possible fire on dry crops, and/or crash and become objects of unintended assault. While there are national standards for these hobbyists, (do not fly without permission to fly over, etc) they are not always followed. I know that there is a demand because we have had a number use the West Union Elementary School grounds. The school district eventually fenced the school grounds and put up signs cutting the activity down quite a bit. If a rural tourism provider opened up a fly zone, they hobbyists would come.

Respectfully,

Robert Bailey

Anne Kelly

Subject: FW: Oberhelman comments from June email

From: Henry Oberhelman [mailto:hoberhelman@gmail.com]

Sent: Tuesday, June 14, 2016 4:27 PM

To: Theresa Cherniak; Anne Kelly; Andy Back; Greg Malinowski; Allen Amabisca; Bailey, Robert; Linda de Boer; Pat Wolter; hoberhelman+self@gmail.com; dan.schauer@co.washington.or.us; Deborah Lockwood

Subject: CPO 8 Meeting, June 20th, 2016 Rural Tourism - A note on meeting process

First of all, we would like to thank you for participating in the CPO 8 meeting this coming Monday evening. We look forward to an informative presentation and a vigorous discussion on the Rural Tourism proposal.

The meeting notice that is being distributed could be a bit confusing regarding the expectations on those invited to the meeting. From the wording, it appears that the meeting process could be a group discussion, a panel discussion or some other format and this note is intended to resolve the process. To that end, we ask that Theresa and County Staff lead us through a presentation of the study report and then summarize the comments that have been thus far received. If you want, one of our CPO leads can hand out the summary of comments or one of us can orally present them. Then we would open the floor to other comments or questions from the audience.

As you know, there is concern on the part of many CPO 8 stakeholders about the study: the equitable distribution of its costs and benefits, the impact on near-by agricultural operations, the effects on health, safety and the quality of life of adjacent residents, and the process by which it has been developed and might be implemented. We seek to be fully collaborative and participatory as these concerns are addressed and the various issues and initiatives unfold.

Please call if you have questions or suggestions.

On behalf of the CPO Planning Team,

Henry Oberhelman

503.816.5975

P.S. Theresa, you'll need to bring a laptop and projector if you're going to be using a power point presentation. And, feel free to invite other guests as you see fit.

From: Tualatin Riverkeepers <brian@tualatinriverkeepers.org>
Organization: Tualatin Riverkeepers
Reply-To: Tualatin Riverkeepers <brian@tualatinriverkeepers.org>
Date: Wednesday, June 22, 2016 at 12:56 PM
To: Anne Kelly <Anne_Kelly@co.washington.or.us>
Cc: "mike@tualatinriverkeepers.org" <mike@tualatinriverkeepers.org>, Sylke Neal-Finnegan <Sylke@wcva.org>, Carolyn McCormick <carolyn@wcva.org>, "mike@tualatinriverkeepers.org" <mike@tualatinriverkeepers.org>
Subject: Comments on Rural Tourism Report

Anne,

I realize that the report concentrated on "agri-tourism" but it overlooks some of the best tourism assets in rural Washington County. Some of those existing assets are

- Hagg Lake for fishing and boating,
- Tualatin River Water Trail for canoeing and kayaking,
- Banks-Vernonia Trail bicycling and hiking,
- Jackson Botton, Fernhill Wetlands and Killin Wetland for birding and nature watching,
- Lee Falls for swimming, picnicking, and fishing.

Future assets that should also be looked at include

- Yamhelas Trail near Gaston
- Portland to Coast Salmonberry Trail
- Wapato Lake National Wildlife Refuge
- Chehalem Ridge Natural Area

One element of a rural tourism plan that would help the above natural assets reach their full visitor potential would be more campsites close to these destinations.

Washington County Visitors Association has made nature-based recreation one of their 3 programmatic emphases. It would be beneficial if the Rural Tourism Study would be more closely aligned with the nature-based priorities of WCVA.

Thank you for your consideration of these comments.

--

Brian Wegener, Riverkeeper
Advocacy & Communications Manager
Tualatin Riverkeepers
11675 SW Hazelbrook Road
Tualatin, OR 97062
503-218-2580

Anne Kelly

From: Brian <brian@tualatinriverkeepers.org>
Sent: Wednesday, June 22, 2016 5:16 PM
To: Carolyn McCormick
Cc: Mike Skuja; Sylke Neal-Finnegan; Anne Kelly; Theresa Cherniak; Ariel Kanable; Jackie Luskey
Subject: Re: Comments on Rural Tourism Report

I'd be happy to meet and discuss.

Brian

On 6/22/2016 5:06 PM, Carolyn McCormick wrote:

Dear Brian,

Once again thanks for your comments on the study. We recently received our final copy and it really is a nice document and my thanks to the county for pulling it together. I view the study as a living document and a great start for us to determine balanced development in the rural tourism arena.

Ariel Kanable, our tourism development coordinator and I did a very cursory review of chapter 3 page 33 through 70 today and will begin to identify some places where these particular assets can be expanded upon. The river and lakes are identified as well as parks and trail but I am thinking you want more detail?

It might be beneficial if Anne can meet with just a few of us so we can talk through the study and the next steps.

Again,

Thank you for paying good attention to the just released Rural Tourism Study.

Best regards,
Carolyn



Carolyn E. McCormick
President/CEO
Washington County Visitors Association
12725 SW Millikan Way, Suite 210 | Beaverton, OR 97005
503-644-5555 / 103 800-537-3149
email | [web](#) | [trip ideas](#) | [facebook](#) | [twitter](#) | [instagram](#) | [pinterest](#) | [video](#)

Anne Kelly

From: unknown@co.washington.or.us
Sent: Wednesday, July 20, 2016 8:56 AM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Nancy K Anderson

Your Address: 330 SE 75th Ave, Portland 97215

Your Email: nkanderson5@comcast.net

Comments: I agree wholeheartedly with Tualatin Riverkeepers' position, as follows. TRK has commented that the study only focuses on agricultural tourism, and neglects the tremendous opportunities for outdoor nature-based recreation, like paddling, camping, hiking, nature observation, fishing, access to waterfalls, etc. The report overlooks some of the best tourism assets in rural Washington County. Some of those existing assets are:

Hagg Lake for fishing and boating,
Tualatin River Water Trail for canoeing and kayaking,
Banks-Vernonia Trail bicycling and hiking,
Jackson Bottom, Fernhill Wetlands and Killin Wetland for birding and nature watching,
Lee Falls for swimming, picnicking, and fishing.

Future assets that are currently under development should also be looked at include:

Yamhelas Trail near Gaston
Portland to Coast Salmonberry Trail
Wapato Lake National Wildlife Refuge
Chehalem Ridge Natural Area

One element of a rural tourism plan that would help the above natural assets reach their full visitor potential would be more campsites close to these destinations. Developing Access to the Tualatin River Water Trail above Rood Bridge and between Scholls and Sherwood would also be useful for both tourists and local residents.

Washington County Visitors Association (WCVA) has made nature-based recreation one of their 3 programmatic emphases. It would be beneficial if the Rural Tourism Study would be more closely aligned with the nature-based priorities of WCVA.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Wednesday, July 20, 2016 1:27 PM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Ian Leslie

Your Address: 14945 SW woodhue st

Your Email: ianleslie@frontier.com

Comments: I think the term "agritourism" was too narrowly defined to activities that occurred directly on farmland. In Washington co, we have the Tualatin river and Hagg Lake that directly effects rural tourism though the use by paddlers and fishermen. I believe that more access points on the Tualatin river would increase Washington Co rural tourism and give paddles a chance to see farms from a different perspective. Hagg Lake is fairly developed but directing funds towards maintenance of the park will keep people coming back to the park and spending their dollars in the rural areas of Washington Co.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Wednesday, July 20, 2016 12:12 PM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Jolynne Ash

Your Address: 13032 Maple Leaf Ct NE

Your Email: jolynne@dreamstreetre.com

Comments: I beleive you are missing so many of the wonderful options available. There are rivers, lakes, tails and forests in this area that are far more exciting than what is on your current list. Farms are nice but once you have seen one they are all pretty much the same. Get folks on the water! in the woods! and seeing nature as it really is.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Wednesday, July 20, 2016 9:12 AM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Robert J Rineer

Your Address: 1689 NE Orenco Station Parkway Hillsboro 97124

Your Email: bobrineer@gmail.com

Comments: The report seems to largely ignore the positive impacts of providing outdoor activities such as hiking, kayaking, and bilking as a means of helping preserve our local agriculture community.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Tuesday, July 26, 2016 7:05 PM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: David Linson

Your Address: 17479 SW 135th Place

Your Email: tiggerdl@yahoo.com

Comments: I live near the Tualatin River where the power lines cross the river at Cipole Rd. I heard that pedestrian and bike paths would eventually extend from Beaverton (Scholl's Ferry Rd. & the power lines) all the way south to perhaps cross the Tualatin with a pedestrian bridge (right on the west side of King City Community Park). I would also like to request that they consider putting in a boat ramp next to the pedestrian bridge and a parking lot for the public and their cars underneath the power lines. Is there any chance that any of these things might happen in the near future? Thank you VERY much for your considerations.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Friday, July 29, 2016 9:10 AM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Lisa Jean Hoefner

Your Address: 4880 SW Scholls Ferry Rd #30 Portland 97225

Your Email: lisajean1953@gmail.com

Comments: We need more nature-based recreation to be consistent with goals for development of tourism in the county. Coordinate with other study and planning groups! Please.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Wednesday, August 10, 2016 12:45 PM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Radford Bean

Your Address: 1787 SW Fellows, McMinnville, OR 97128

Your Email: cprailfan@comcast.net

Comments: I would love to see campgrounds established alongside the Tualatin River so paddlers can navigate the entire water trail in one trip.

Anne Kelly

From: unknown@co.washington.or.us
Sent: Thursday, August 11, 2016 5:03 PM
To: Anne Kelly
Subject: PublicCommentBox1 Form Submission Results

Your Name: Richard Crimi

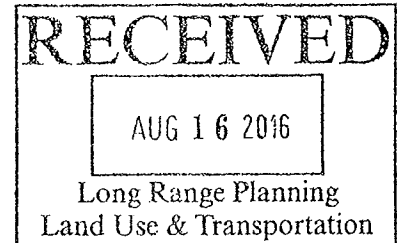
Your Address: 5470 SW 149th Ave.

Your Email: richard_crimi@hotmail.com

Comments: There is much more to rural tourism than agricultural businesses. Our county has plentiful opportunity for people to get out the great outdoors for nature-based recreation. I think our plan needs to give due consideration to promoting a wealth of activities to include things such as paddling, camping, hiking, nature observation, fishing, access to waterfalls, etc.

Richard Crimi
Beaverton, OR

FROM THE DESK OF
NORMAN PENNER



August 12, 2016

TO: Anne Kelly, Associate Planner
Washington County Department of Land Use & Transportation

FROM: Norman Penner

SUBJECT: Public Comment on Rural Tourism Report

I am responding to your June 15, 2016 invitation to comment on the Washington County Rural Tourism Report. I have read the report and found it to contain some useful information on the agricultural aspects of the county and the current categories and scale of rural tourism, but it is lacking critical information to fully understand rural tourism in the county. In chapter 3 there is an introductory statement that "*This study looks at rural tourism in the broad sense, to include agritourism, educational tourism, cultural/heritage tourism, voluntourism, eco-tourism, recreational and fitness tourism, agricultural, culinary experiences, lodging/hospitality, entertainment, retreat and event arrangements, and other activities that draw visitors to farms, wineries, ranches and other rural lands*". I found nothing that dealt with "cultural/heritage tourism" or "very little on "culinary experiences". However, I will limit my comments to the area referred to as "eco-tourism" as that is the area of my specific interest.

First of all, Eco-tourism is probably not an appropriate term to describe Washington County's outdoor activities. Eco-tourism is defined by the World Conservation Union (UCN) as "Environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples." It is most commonly applied to travel to undeveloped natural areas located overseas. In Washington County the natural attractions are by and large well developed and managed by a governmental or not-for-profit entity. For example the Tualatin River National Wildlife Refuge is federal land, managed, and some would say over managed, by the U.S. Fish & Wildlife Service.

A more appropriate term to describe the situation in Washington County would be "Nature Tourism". It is tourism based on the natural attractions of an area. Examples include birdwatching (Avitourism), nature photography, stargazing, camping, hiking, swimming, hunting, fishing, and visiting parks. Unfortunately, the report only tangentially mentions nature tourism. That is in all probability due to the fact that the county's natural tourism assets are generally hidden in plain sight. The report does recognize several of these assets in Appendix A.

- **Fernhill Wetlands:** they are part of more than 700 acres in Forest Grove owned by Clean Water Services and managed in partnership with the City of Forest Grove.
- **Jackson Bottom Wetlands Preserve:** Owned by the City of Hillsboro and managed by Hillsboro Parks and Recreation Department.
- **Tualatin River National Wildlife Refuge:** Federal land under the Dept. of the Interior and Managed by U.S. Fish & Wildlife Service.

- **Banks-Vernonia State Trail:** Owned and managed by Oregon Parks & Recreation Department.
- **Tualatin Valley Scenic Bikeway:** The bikeway is located on county public roads. It is the result of a multi-year effort among the Oregon Parks & Recreation Department, Travel Oregon, and WCVA, in concert with representatives from biking and community groups throughout the region.

Omitted from the report are:

- **Henry Hagg Lake.** While the trails around the lake are mentioned, the lake is also a major resource for fishing, swimming and boating as well as hiking.
- **Killian Wetlands**
- **Lee Falls**
- **Tualatin River Water Trail**
- **Tillamook National Forest**
- **L.L. Stub Stewart State Park**
- **Wapato Lake National Wildlife Refuge***
- **Yamhelas Trail***
- **Chehalem Ridge Natural Area***
- **Portland to Coast Salmonberry Trail***

Assets followed by an * are currently under development.

The report does list several parks and trails that are located within incorporated communities so I have not included them in this list. All assets listed above are essentially in the county co-mingled in the agricultural lands. The report makes the point that "*Most rural tourism in Washington County is based in agriculture bringing visitors to farms...*" This is a somewhat misleading conclusion as nature tourism also brings tourism to the wetlands, rivers, lakes and hiking/biking trails that are within the county's agricultural lands.

Unfortunately Appendix B only provides an analysis of rural agricultural (farms) sites. I realize an analysis of the county's natural assets would be a challenge requiring significant research as to who owns what and who is authorized to represent each site. Several sites involve more than one organization. Ownership/management of several of the county natural assets involve Federal and local Governments, non-profits, local city councils, county and Metro. What data to collect for analysis would also be a challenge. Many of these assets do not charge admission or count visitors. However, as an example, the Wildlife Refuge estimates its annual visitor count to be around 150 thousand. It also maintains a visitor registry in its Visitor Center and a review of that document reveals visits by not only tourists from all over the U.S but many from overseas. Several do have gift shops but revenue is minimal. So they provide very little direct economic benefit to the county other than staff salary and supplies purchased locally.

The economic benefit of nature tourism is not defined by the funds spent by visitors at these locations but by the trip-related expenditures by away-from-home participants:

FROM THE DESK OF
NORMAN PENNER

food, lodging, and transportation. Bird watchers and photographers spend significant funds on special clothing and equipment. Hunters and fishermen also spend significantly on local licenses & permits, as well as equipment and supplies (bait & ammunition) in addition to food and lodging. Determining how much is actually spent on nature tourism in Washington County would be a major task. However there is data available that provides a good indicator of the possible magnitude. The challenge is to accumulate it

One indicator as to the possible economic value is in a report published by The U.S. Fish and Wildlife Service. It conducts a periodic national survey of fishing, hunting, and wildlife-associated recreation. (<https://www.census.gov/prod/2008pubs/fhw06-nat.pdf>) In 2008 they issued an addendum to their last report. It's title is "Wildlife Watching in the U.S.: The Economic Impacts on National and State Economies in 2006". It reports that \$45.7 billion was spent on wildlife (nature) watching, equipment and trips. Table 5 of this addendum provides a list by state of the total wildlife-watching expenditures and economic impacts.

The statistics for Oregon are as follows:

Retail Sales	\$328,660,000
Total Multiplier Effect	\$566,739,268
Salaries, Wages & Owner's Income	\$177,134,746
Jobs	7,872
State & Local Tax Revenues	\$38,381,020
Federal Tax Revenue	\$37,310,701
Total	\$1,148,225,735

Since Washington County is one of the most populated counties in Oregon a significant % of this total should be attributed to it. These numbers are 2006 data. They should be significantly higher in 2016.

Appendix B listed Event/Activity Categories. The lists did not include any of the nature events offered by the various nature related organizations. A list of these events can be obtained from the Washington County Visitors Association.

All of the nature and agricultural attractions in Washington have one resource in common - water. And the source of this water resource is essentially the Tualatin River. A review of the history of Washington County shows that the Tualatin River was once a major source of recreation for county residents. For a variety of reasons that use of the river ceased years ago. Today river conditions are such that it could again serve as a

FROM THE DESK OF
NORMAN PENNER

significant source of outdoor recreation and be a tourist attraction. Thanks to organizations such as The Tualatin Riverkeepers, Clean Water Services, and Metro public access to the river is being improved. However, much more needs to be done to make the river a premier tourist attraction. Camping sites could be strategically placed to make following the Tualatin River Water Trail a multi-day event. Hiking and biking paths could be created. Fishing and swimming sites need to be designated. Snags need to be removed so it is safe for beginning paddlers and families with children. Most of all, additional access points need to be developed. Access between mile 11.5 (99W bridge & Hazelbrook Rd.) and mile 33.3 (Farmington Rd.) is very limited, hazardous or non-existent.

Unfortunately one of the primary natural assets in the county, the Tualatin River National Wildlife Refuge, is located on the river but does not provide any access to the river. The original refuge plans included water craft access but for a variety of reasons including lack of appropriated funding this access was not built.

A less expensive and appropriate alternative to consider would be a "pedestrian" floating dock much like the one located at Jurgens Park in Tualatin. This would essentially provide access to the refuge from the river via stairs. No boat trailer parking would be required. This would allow Water Trail paddlers to access the Refuge from the river and explore the Refuge and then continue their journey on the river.

An additional benefit would be easy public access from the refuge to the river to fish and observe wildlife on the river. Annual summer camp activities for under-privileged youth conducted by the Friends of the Refuge could include swimming, fishing lessons and river wildlife & bird watching.

Fishing is one of the specific public activities permitted on Fish & Wildlife Refuges along with hunting (Appropriate Refuge Uses Policy). Currently the Tualatin Refuge does not have any provision to provide access for or promote fishing but does provide youth hunting on refuge lands normally closed to the public (Youth Waterfowl Hunt Plan). Waterfowl and deer hunting will also eventually be permitted on the Wapato Refuge once it is open.

Funding for such a dock project by USF&WS is highly unlikely. Current management of the Tualatin refuge is ambivalent about "tourism". It does not readily welcome tourist buses or large groups and claims lack of funding among other reasons for objecting to river access from the refuge. However, in the Refuge Comprehensive Conservation Plan completed in Oct. 2013, Appendix A: Appropriate Use Findings, Boat Access, the Refuge Manager has stated, "Currently the use (boat access) cannot be accommodated without impairing existing wildlife-dependent recreational uses. However, as stated under Objective 10.4 in this CCP, the refuge will partner with interested parties/ organizations to identify potential locations for one public river access for non motorized boats in or near the refuge. A copy of this document is available from the refuge. A floating dock with pedestrian access via stairs is distinctly different than "access for non

FROM THE DESK OF
NORMAN PENNER

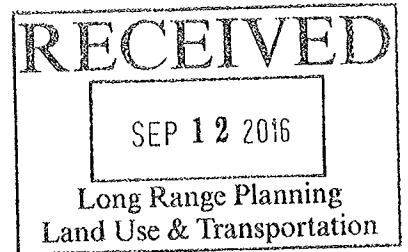
motorized boats". It is hoped that someone reviewing these comments might possibly act on this offer.

While the title of the study is "Rural Tourism", the content is basically agriculture. Agritourism definitely needs to be developed and promoted in Washington County. However it is not the only rural activity in the county that can attract tourists. My comments are intended to highlight the presence of natural attractions within the rural landscape alongside farming. Unfortunately there is no "umbrella" organization that can speak officially for all of the county's nature resources. The WCVA has periodically brought together representatives of these resources to discuss their activities and exchange ideas to attract tourists since Nature is one of the three tourist activities it promotes. They discussed their organizational goals and activities and were encouraged to promote each other's public events. As the Nature representative on the Visitors Association Board, I chaired these meetings. I'm no longer on the WCVA Board as I have served the maximum allowed by the Association's Bylaws (8 years). However, my expectation is that my replacement will continue to convene these nature meetings and in your future iterations of this study you might tap that group for representation on your Citizen Work Group.



Norman R. Penner, MPH

Member, Metro Natural Areas Program Performance Oversight Committee
Member, Metro Nature in the Neighborhoods Grant Review Committee
Member, Tualatin River Watershed Council
Life Member & Past President, Tualatin River National Wildlife Refuge
Member, Tualatin Riverkeepers



September 5, 2016

Anne Kelly, Associate Planner

Washington County Department Of Land Use & Transportation

Planning and Development Services, Long Range Planning

155 N. 1st Ave., Suite 350, MS 14

Hillsboro, OR 97124

Subject: Comments on Rural Tourism "Study".

Dear Ms Kelly:

I believe the title of this document is misleading; the correct title should be, **Rural Tourism Marketing Proposal**. The proposal mentions that it was funded in part by the Washington County Visitors Association. I hope no tax funds were used.

It was difficult to get a copy of this proposal. I was told I need to purchase a copy from the county in Hillsboro. After several phone calls I was able to get a free copy from a neighbor. Consequently, if you desire feedback from a cross section of the public, you may be disappointed.

If this proposal and others go forward, the public should be involved, especially those in the rural area (all zones). To simplify the issues to a wide range of citizens, ask the following question:

If the purpose of Farm and Forest areas of rural Washington County is to preserve and maintain agricultural and forest land for production of food and fiber, to protect them from incompatible land uses, and to provide a stable long term land base, should the County facilitate the expansion of tourist activities on those same private farm and forest lands, such as: (1) larger overnight accommodations (greater than 5 guests); (2) more large events (up to 15,000 people) such as vehicle rallies, rock concerts, weddings, corporate events; (3) full service bars?

Farm Profitability

I have no knowledge of farm or forest interests being disadvantaged or not prospering because of their inability to offer or expand tourist activities. This proposal and process seem to be an answer looking for a problem. On the other hand, pursuing the proposals contained in the document could, over the long run, "materially affect the stability of the area's existing land use patterns". This because the skills and interests needed to grow food and fiber are different from tourist functions and will be in competition for the owners time and attention. Worse yet, tourist oriented owners may purchase farm and forest land with a goal to expand the tourist portion rather than improve the farm or forest use. When urban and rural interests compete, urban interests prevail.

Of note for both farm and forest operators is bringing more people into fire prone areas. There have been two grass fires less than a mile from our tree farm this year, one started by arson and one accidentally by an urban visitor. There have been no fires over the past 20 years. The recent ones were caused by dry conditions and by people not understanding the danger or the potential loss of home and livelihood to resource owners.

Regulatory Framework

The Proposal lists "drivers" and "trends" that create opportunities for rural tourism in Washington County, one being the close proximity to Portland. However, that also signals a need for careful planning, clear guidelines, and close monitoring so urban (non resource) uses do not dominate.

The Proposal emphasized the County's compliance system as an overwhelming weakness in dealing with existing tourist activities (either permitted or not). There is no objective system for noise monitoring and limited staff to do it. For example, a sheriff deputy has to hear the noise for himself but there is one deputy for most of the rural area. Also the County code states the noise has to be heard inside a house. Farm and forest residents and workers do not spend time working in a house. The noise (generated from other than standard farm and forestry practices) should be measured from the generator's property line. In other words, noise should be contained within the property generating it, unless agreed to by affected property owners.

Recommendation:

Rural tourism should be studied by a committee representing all areas of the county but the majority being rural members. Persons operating tourist facilities and several members of the Helvetia community should be represented because of their knowledge of what works and what doesn't. Those operating farms and forests, but not operating tourist services, should be well represented. One objective of the committee could be to make recommendations regarding: (1) how to improve the impact protections within the County CDC and whether some parts may be too restrictive; (2) whether to adopt none, all, or some of SB 960; (3) guidelines useful in monitoring areas for land use stability due to tourism impacts; and (4) objective and fair criteria that applicants can use to judge whether their area has reached instability/saturation and is unable to sustain new or expanded tourist activities.

Wendy Mortensen
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Shepherd's Rest Tree Farm
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North Plains, OR 97133
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From: unknown@co.washington.or.us
To: [Anne Kelly](#)
Subject: PublicCommentBox1 Form Submission Results
Date: Tuesday, September 20, 2016 12:37:59 PM

Your Name:

Your Address:

Your Email:

Comments: There is a big difference between rural reserve and agritourism. If we are going to promote rural tourism, let's bring this into the urban growth reserves and eventually let people decide what they want to do for themselves. Currently there is a small group of recreation interests trying to make a profit, but not wanting to change the scenery, essentially making money off the backs of poor farmers (example: Roloff Farms).

Submission for Public Comment on
Rural Tourism Study Report

September 21, 2016

The Rural Tourism Study is a departure from earlier Washington County citizen discussions on agritourism. When I served on the TAG for agritourism (2013-2014), members debated the adoption of Senate Bill 960, and there was a variety of opinion. Discussions included problems of event noise and traffic, as well as the difficulties of enforcing the limits imposed by SB 960. These limits include an elaborate scale of allowed number of events, and the important qualification that non-ag activities remain subordinate and ancillary to agriculture.

At the end of the last TAG meeting on June 12, 2014, the representative from the Washington County Visitors Association proposed that "We do our own study."

This study morphed to "Rural Tourism," which does not include the subordinate to agriculture clause of agritourism, and negates the importance of the earlier debates. There is a wide chasm between activities that support agriculture and the use of rural lands for a host of entertainment and event opportunities. It was an injudicious jump to go from "how do we ensure that events and activities are ancillary" to the stated preferences of this study that there should be no such requirements. The study recommends that laws be changed to allow entertainment and activities in the EFU, and also the EFC, that are not subordinate to agricultural.

The goals of Rural Tourism proponents seemed to guide the study rather than earlier citizen input and concerns. The study emphasized the opinions of proprietors who were already hosting some sort of Rural Tourism activities rather than the opinions of traditional farmers. The study's author was a proponent of rural tourism and limited government in Clackamas County.

It was appreciated that County Staff added a page on the concerns surrounding commercial activity in our Helvetia neighborhood. I do not believe, however, that Helvetia is an anomaly. The area may indeed have the ingredients for a perfect storm of rural event complications, but similar situations have existed elsewhere in the County, and increased event allowances will create more related situations. The complaint based system for code enforcement is not adequate now, and certainly cannot handle an increase in both allowances and confusion. It has taken courage, time and money for our neighborhood to voice complaints, and many neighborhoods would have been silent victims. I do not want rural life and agricultural practices in Washington County to be the ultimate victims of Rural Tourism.

Respectively submitted,

Linda de Boer
11995 NW Dick Rd., Hillsboro, OR 97124



Rural Tourism = Negative Impacts

We have neighbors hosting frequent and loud events.

One has large all-day events utilizing contestant-by-contestant commentary over loud speakers. Some events involve some sort of shooting, and although they are almost certainly shooting blanks, the noise is irritating, as is the traffic and the roar of the crowds in the bleachers.

Another has events that have outdoor bands and amplifiers, played very loudly and until late at night. Some events are large and when over, hundreds of vehicles exit onto our road. The headlights shine into the bedrooms of the houses across the road, and some cars generate a lot of noise pulling onto the road. This, along with the amplified music, makes sleep impossible.

We are also near "Walk on the Wild Side", a so-called wild animal sanctuary that wants to be open to the public. They want to keep dangerous animals such as lions, tigers, bears, large snakes, etc. We have heard from other neighbors that the facility is breeding and selling such animals.

The Washington County Visitors Association made the road we live on a scenic route, which we never wanted. This has brought much more traffic, making it hard to pull out of our driveway safely. We have also seen a great increase in the number of bicyclists. Most shout loudly to each other without regard for the homes and residents that are so near. They are so loud that the noise penetrates the house with the doors and windows shut. This happens very frequently and the cyclists number in the hundreds. Bicycle groups are often loud, don't obey traffic laws, and there is conflict with the other traffic. Semi-trucks, farm equipment, and a great deal of other traffic use this road and such behavior is dangerous for everyone. We have also witnessed cyclists using our hedge for a urinal.

The road is also used for running events that bring literally three to four thousand people onto the road. This goes on for about six hours. Both lanes of the road are used, and the road is closed from 7:00 a.m. to 1:00 p.m. There is no alternate access route. Residents of the road are unable to come or go. If they want to escape the ordeal, they must get up very early if they don't want to be trapped in their own homes. The runners scream, whoop, blast air horns, ring bells, and use other means of making as much noise as possible. The noise is deafening, even with all doors and windows closed, residents could not hear each speak at the tops of their voices while about three feet apart.

This deafening and unescapable din brought on a medical event for one person, and the person was not allowed to exit the property by the racers. Eventually they got their car onto the road, but the runners would not move aside, so they moved at a crawl while obscenities were shouted and gestured by many runners. The effect of the thousands of runners was that of an angry mob, and their behavior terrified the residents, who feared reprisals, since several thousand runners knew where they lived and what car they drove. If there is a fire, or need for an ambulance, or police, there would be significant delays in help getting through. Lives could be lost, and law suits would result.

We do not want marijuana grown, harvested, processed or sold anywhere near our home. We don't want the odor, the traffic, or the crime. We don't want the drain on the water table in an area where residents must rely on well water. We fear that marijuana growing and processing will run our well dry, causing need to drill a new and deeper well, which is extremely expensive. We also fear it will cause allergies and a stench that makes being out-of-doors on one's own property impossible.

The thinking seems to be, "Let's put anything we don't want near us out in the country. There's nobody out there." Rural residents are a minority. No one would dream of dismissing other minorities as unimportant. The cumulative effect of all of the above has had serious detrimental impact on the quality of life for rural residents, and we are tired of being told that we should be grateful for the compliment. We are tired of having our yards considered their parks. We don't want to be Washington County's playground. And we are tired of being "nobodies."

Additional Considerations for Outside Agencies as Potential Leads with Possible County Collaboration

Below, staff highlights some actions that would not necessarily fall under County purview. This may be because necessary authority is beyond that of the County (for example the state has authority over water rights), or because the County does not have a department devoted to the issue at hand (for example the County has no economic development/marketing office). Potential actions below may be of interest to the Board in terms of potential for **collaboration**, but would likely depend on the willingness of outside agencies to assume leadership. As with prior recommendations, the following are drawn from objectives expressed by study participants, consultants, and citizens who commented on the Rural Tourism Study report.

Public Information/Education

1. Work with the rural community on water quality and conservation issues.
Appropriate leaders/partners might include: Tualatin Soil and Water Conservation District (SWCD), Oregon Department of Agriculture (ODA), Oregon State University Extension Service (OSU), Oregon Water Resources Department (Water Master), Oregon Department of Land Conservation and Development (DLCD);
2. Prepare nature-based tourism development plan, and promote natural areas and public amenities that facilitate enjoyment of them.
Appropriate leaders/partners might include: Washington County Visitors Association (WCVA), Travel Oregon, Tualatin Riverkeepers, and Oregon Travel Experience (OTE).

Public Improvements/Amenities and Associated Funding

3. Improve rural tourism wayfinding signage.
Appropriate leaders/partners might include: OTE, WCVA, and Travel Oregon.
4. Increase recreational water access (public land along navigable waterways and related improvements).
Appropriate leaders/partners might include: Department of State Lands (DSL), Tualatin Riverkeepers, WCVA, and Travel Oregon.
5. Expand/add campsites, especially near trail routes and water access locations along the Tualatin River.
Appropriate leaders/partners might include: Bureau of Land Management (BLM), Department of State Lands (DSL), Tualatin Riverkeepers, WCVA, and Travel Oregon.
6. Ensure funding to maintain amenities noted in 3-6 above.
Appropriate potential leaders/partners may be those noted under 3-6.

Research

7. Form partnerships with academic institutions to continue gathering and analyzing data on rural tourism activities, impacts, and effective mitigation measures.
Appropriate leaders/partners might include: WCVA, Travel Oregon, OSU, Portland State University Masters in Urban and Regional Planning Program (PSU MURP, currently conducting related research), University of Oregon (UO) and others.

8. Participate in Travel Oregon's Rural Tourism Studio, especially to deepen understanding of tools that may help to maximize the following with respect to the County's rural tourism sector:
 - Compatibility with farm/forest and rural residential uses;
 - Economic benefits to rural communities.

Appropriate partners might include: WCVA, the Westside Economic Alliance, and cities within Washington County.

9. Consider conducting an economic analysis of nature based tourism in Washington County to support development of a related marketing plan that underscores the related importance of farm and forest protections.

Appropriate partners might include: WCVA, Travel Oregon, OSU, PSU, UO and others.

Should the Board wish to further explore any of the above, staff can provide additional background.