

FOR COUNCIL MEETING OF:  
AGENDA ITEM NO.:

May 23, 2011  
4.3 (b)

TO: **MAYOR AND CITY COUNCIL**  
THROUGH: *Linda Norris*  
**LINDA NORRIS, CITY MANAGER**  
FROM: **VICKIE HARDIN WOODS, DIRECTOR** *VHW*  
**COMMUNITY DEVELOPMENT DEPARTMENT**  
SUBJECT: **REGIONAL HOUSING NEEDS ANALYSIS REPORT PUBLIC  
OUTREACH**

**ISSUE:**

What is the appropriate public outreach for the Regional Housing Needs Analysis report?

**RECOMMENDATION:**

Staff recommends that the City Council adopt Option A: Mayor appoint a committee, including three city councilors, to review and comment on the Regional Housing Needs Analysis report. Staff further recommends that the City Council hold a public hearing on the report.

**BACKGROUND:**

On May 9, 2011 the City Council was given a presentation on the Regional Housing Needs Analysis (HNA). This report was prepared by ECONorthwest Consultants and funded by the State Department of Land Conservation and Development. This report along with the Regional Economic Opportunities Analysis presented to City Council at the April 5 work session was initiated by the State in response to the City of Keizer's periodic review and possible Urban Growth Boundary (UGB) expansion proposal. The Regional HNA is an important document because it establishes a basis for a Local HNA should the City of Salem choose to develop one. The City could use the HNA to develop housing policies and/or consider an urban growth boundary change. The HNA analyzes population, land use and demographic data and trends and presents a forecast of future land and housing needs for the Salem/Keizer UGB for the next twenty years. The HNA has been reviewed by technical staff but has not yet had the benefit of public outreach. While the ECONorthwest scope of work did not include public outreach and they have fulfilled their contract obligation with the State, the City of Salem has no obligation to accept the report in its present form. This staff report presents two options for City Council to consider in order to determine the appropriate approach for public outreach. Both options include forming an advisory committee to review and make recommendations on the HNA. Upon the conclusion of the outreach the City Council may determine what, if any, action to take regarding the report.

## FACTS AND FINDINGS:

1. The Regional HNA reaches conclusions about forecasted land need and housing types needed for the Salem Keizer UGB.
2. The Regional HNA is important because it sets the framework for Salem and Keizer to develop their respective Local HNA's. As such, it is appropriate for stakeholders and the public to have an opportunity to review the data and assumptions used to arrive at the conclusions.
3. An advisory committee should be formed to review and make recommendations to City Council on the HNA.

The committee should include three members of the City Council along with representatives of stakeholder groups to be appointed by the Mayor.

The Staff has identified potential stakeholders who could be included in the review committee:

- a. Marion and Polk Counties Homebuilders Association
  - b. Salem Association of Realtors
  - c. A neighborhood association chair or land use chair
  - d. Salem-Keizer Community Development Corporation
  - e. Social Services Agencies involved with community housing needs
4. Public Outreach Options:
    - A. Advisory committee meets over a 4 to 6 week period to review the HNA, ask questions of staff, and make recommendations for change, if any, to City Council. The meetings would be open to the public and public comment would be allowed. Upon receiving the recommendations of the advisory committee, the City Council holds a public hearing and then determines what, if any, action to take regarding the HNA.
    - B. Advisory committee holds first meeting to discuss staff presented options for involving the public in the review of the HNA. Committee determines appropriate public outreach process. This option could take several months depending on the public outreach approach chosen, but would conclude with a City Council public hearing.

Staff recommends Option A.



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Glenn W. Gross  
Urban Planning Administrator