

From: Sandy Intraversato [<mailto:sandy@intraversato.com>]

Sent: Monday, February 05, 2018 7:58 PM

To: Studebaker, Kent <kstudebaker@ci.oswego.or.us>; Buck, Joe <jbuck@ci.oswego.or.us>; Gudman, Jeff <jgudman@ci.oswego.or.us>; Kohlhoff, Theresa <tkohlhoff@ci.oswego.or.us>; La Motte, John <jamotte@ci.oswego.or.us>; Manz, Jackie <jmanz@ci.oswego.or.us>; O'Neill, Skip <so'neill@ci.oswego.or.us>

Cc: Siegel, Scot <ssiegel@ci.oswego.or.us>

Subject: FHNA Zoning - Council Meeting Input

City Council Members and Mayor,

I'm submitting an email for the record as I'm traveling on business and can't attend the 2/6 meeting.

I've been working with the FHNA board over the last 18 months as they've been assessing issues that impact livability within Forest Highlands. My support, in particular, has been neighborhood research and engagement. As a person whose career has been in the market research and strategy arena, it was important to me that any efforts of the board were grounded in an understanding of the community interest. For that reason, I directed the community survey, the results of which have been previously presented to council.

Here are the highlights of the process:

- An exploratory survey was conducted to understand the choices, attitudes, and opinions relating to livability within Forest Highlands. Exploratory research is routinely used to better define an opinion, attitude, or behavior held by a group of people on a given subject.

- The board and survey committee member's (myself, Gary Willinghamz, Cathy Willinghamz, Phil Zald, Scott Bullard and Sara Selden- LO Planning) intention was to use the results directionally. Therefore, questions were designed to explore a number of livability aspects - not exclusively zone changes. This again justified the use of exploratory research, as it helps decision makers understand and prioritize issues. Though the board is currently focused on the zoning issue, a number of other priority issues (e.g. pathways and safety) were surfaced as a result of the survey.

- The survey was conducted via the Survey Monkey platform and included 20 questions; 18 closed end multiple choice (with ability to add comments) and 2 open end questions.

- Ideally, we would have randomly selected a sample of households to participate in the survey. That not being an option, we recruited households to participate via NextDoor and postcards (providing a link or email for a paper survey) sent to all FHNA households. Our recruitment period was Nov 1- Dec 31 2016 with multiple reminders posted.

- There are 741 households in FHNA. Our sample was N=239 respondents, representing N=218 households. By industry standards for exploratory research, this is very robust.

- The open ended responses (provided to you by FHNA) provide rich insight into how passionate the neighborhood is about this topic. The only way you could get a deeper understanding, would be to invite all those who shared their perspective into your council session!

As a result of the research and the additional engagement efforts over the last year, I'm confident that the residents of the FHNA are supportive of the boards efforts to change the zoning. Personally, I believe that this is a great example of a community working to preserve the character of the neighborhood we all value, while at the same time allowing sensible development to occur. My husband Pat concurs with this position as well.

Regards,
Sandy Intraversato
13464 Atwater Lane
Lake Oswego, OR 97034