

CCAC 2011 Goals

I. Project Infrastructure

- a. Oversee, review and provide input including the following key projects:
 - i. Main Street/Green Street Phase 1
 - ii. Open Space/Downtown Park/Plaza Site
 - iii. Burnham Street Completion
 - iv. 99W/Hall Gateway
 - v. Lower Fanno Creek
 - vi. Transit Center Revitalization
 - vii. Tigard Street Trail Pedestrian/Bike Boulevard
 - viii. Full Utilization of WES Park & Ride

II. Economic Development

- a. Work with Metro consultant to develop marketing plan for downtown
 - i. Engage neighborhoods, business owners, property owners, potential tenants and developers within the consultant process
- b. Advocate for implementation of approved plan

III. Development

- a. Promote downtown Tigard
 - i. Outreach to developers/Solicit businesses
 - ii. Land assembly and direct development options
- b. Advise CCDA on possible incentives.
- c. Improve our knowledge of the downtown businesses and customer base using census information, cultural demographics, trends, and other statistics

IV. Façade Improvement Plan

- a. Continue to promote and expand program
 - i. Consider expanding program onto streets in addition to Main
 - ii. Pursue endorsements from participants
 - iii. Develop evaluation metrics that are qualitative and quantitative

V. Circulation Plan

- a. Review recommendation before final adoption
- b. Engage in regular communication with HCTCAC to ensure HCT transportation plan meets needs and values of downtown and the greater community
- c. Continue discussing about the "Heart" of downtown
- d. Keep focus on RR crossing at Ash Avenue and opening to WES park and ride

VI. Communication

- a. Liaise with PRAB, HCTCAC and other boards
- b. Engage in on-going communication with Council and Staff
 - i. Attendance as warranted at council and CCDA meetings
 - ii. Representation at downtown project meetings
- c. Engage in on-going communication with hired consultants
- d. Engage in on-going communication with citizens of Tigard
- e. Publish a Five-Year Report of accomplishments

- f. Begin a long-range plan to cover the 5, 10 and 15 years left in the URD

VII. Ongoing Processes

- a. Continually improve CCAC procedures including, but not limited to:
 - i. Annual Calendar Development
 - ii. Continue to evolve meeting efficiency and agendas
- b. Increase awareness of the impact our work has on the community
 - i. Continually work to increase transparency with citizens
 - ii. Establish a quarterly financial report of Urban Renewal Funds
- c. Perform other duties as assigned by CCDA