

***Benton Believes* Benton County Comprehensive Plan Project**

Community Comprehensive Plan Advisory Group (CCPAG)
Meeting #1

January 30, 2024



**Benton
County**

**COMMUNITY DEVELOPMENT
DEPARTMENT**

Welcome

Shannon Bush, Program Coordinator

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Comprehensive Plan Advisory Group Purpose and Approach

The Comprehensive Plan Advisory Group's (CPAG) purpose is to help weigh in on key decision points and support community engagement within their networks throughout the planning process.

In the near-term, the CPAG will meet 3 times during this phase of the project. No quorum is required but every CPAG member is important and invited for a reason. Staff is committed to transparency and open dialogue in this process.

Meeting Purpose

To identify and gather information about existing and future “drivers of change” for Benton County.

Outcomes

1. CPAG members learn about the *Benton Believes* Comprehensive Community Plan Update process.
2. CPAG members understand how and why scenario planning fits into the comprehensive planning process.
3. CPAG members generate and define a list of potential drivers of change and discuss their potential impacts on Benton County over the next 20-30 years.

01

Welcome + Meeting Objectives

10min

02

Introductions

15min

03

What We're Here to Accomplish

15min

04

Drivers of Change Activity


70min

05

Next Steps / Meeting Close

5min

CPAG + Project Staff Introductions

1. Name
2. Affiliation + Topic Area
3. *In the future, it will be hard to predict , but we know the outcome will be important.*

What We're Here to Accomplish

1. What is the Comprehensive Community Plan (CCP)?
2. Traditional vs Scenario Planning
3. Scenario Planning & Comprehensive Planning Process

What We're Here to Accomplish

The last comprehensive plan was adopted in 2007. That was nearly 20 years ago and much has changed.

Benton County recently received a grant from **DLCD to create a work program** for updating their comprehensive plan.

As a Comprehensive Plan Advisory Group (CPAG) member, **you will have an important role in helping shape the work program.**

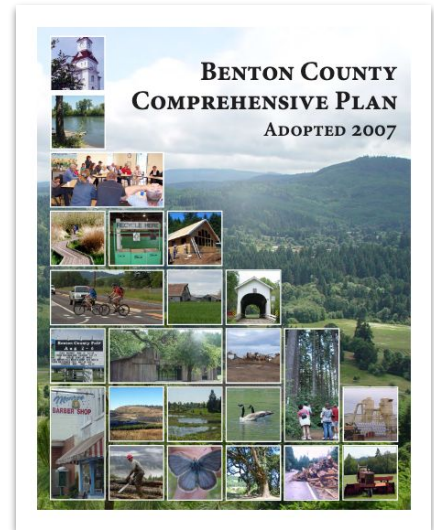


What is the Comprehensive Community Plan (CCP)?

The CCP will be a long-range plan for future growth and development that aims to meet the needs of current and future residents. It will serve as the County's new Comprehensive Plan, replacing a document that is nearly 20 years old.

It will contain goals, policies, and maps that shape everything from where multifamily housing is built to how our street system is designed to how our natural resources are protected.

Simply put, **it represents the community's vision for future growth.**



Oregon Requirements and Statewide Planning Goals

Oregon state law requires all cities and counties to adopt comprehensive plans that are consistent with 19 Statewide Planning Goals:

Goal 1: Citizen Involvement

Goal 2: Land Use Planning

Goal 3: Agricultural Lands

Goal 4: Forest Lands

Goal 5: Natural Resources

Goal 6: Air, Water, and Land Resources Quality

Goal 7: Areas Subject to Natural Hazards

Goal 8: Recreational Needs

Goal 9: Economic Development

Goal 10: Housing

Goal 11: Public Facilities and Services

Goal 12: Transportation

Goal 13: Energy Conservation

Goal 14: Urbanization

Goal 15: Willamette Greenway

Developing a Work Program

A Work Program is a detailed listing of tasks necessary to revise the comprehensive plan to ensure it achieves statewide planning goals. To ensure that this work plan is truly comprehensive, the County has decided to use a process called “scenario planning”.

But what is scenario planning?

Planning Without Scenarios







We Forgot to Consider “Drivers of Change”



Benefits of a Scenario Planning Process

- Helps raise awareness of factors we cannot control
- Minimizes “**blind spots**” in the plan
- Allows us understand what could happen if we do nothing
- Focuses discussion on policies that work in uncertain future conditions



Scenario Planning Process and Comprehensive Plans

We are here

Phase 1: Explore

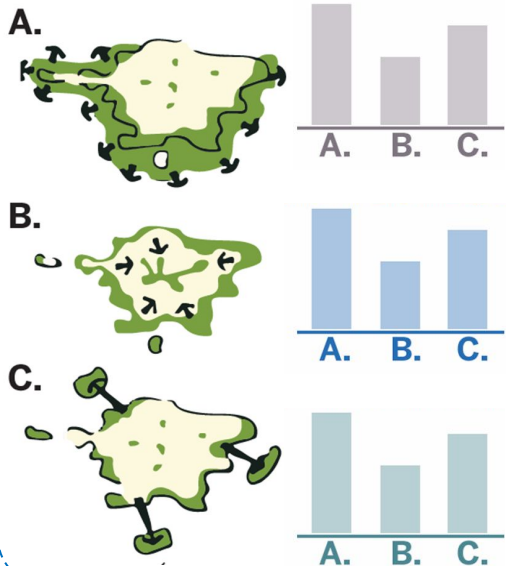
Drivers of Change

Exploratory
Futures

Work Plan

Phase 2: Experiment

Scenario Modeling



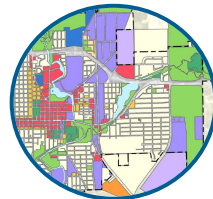
Phase 3: Plan

Write the Plan

Goals and
Policies

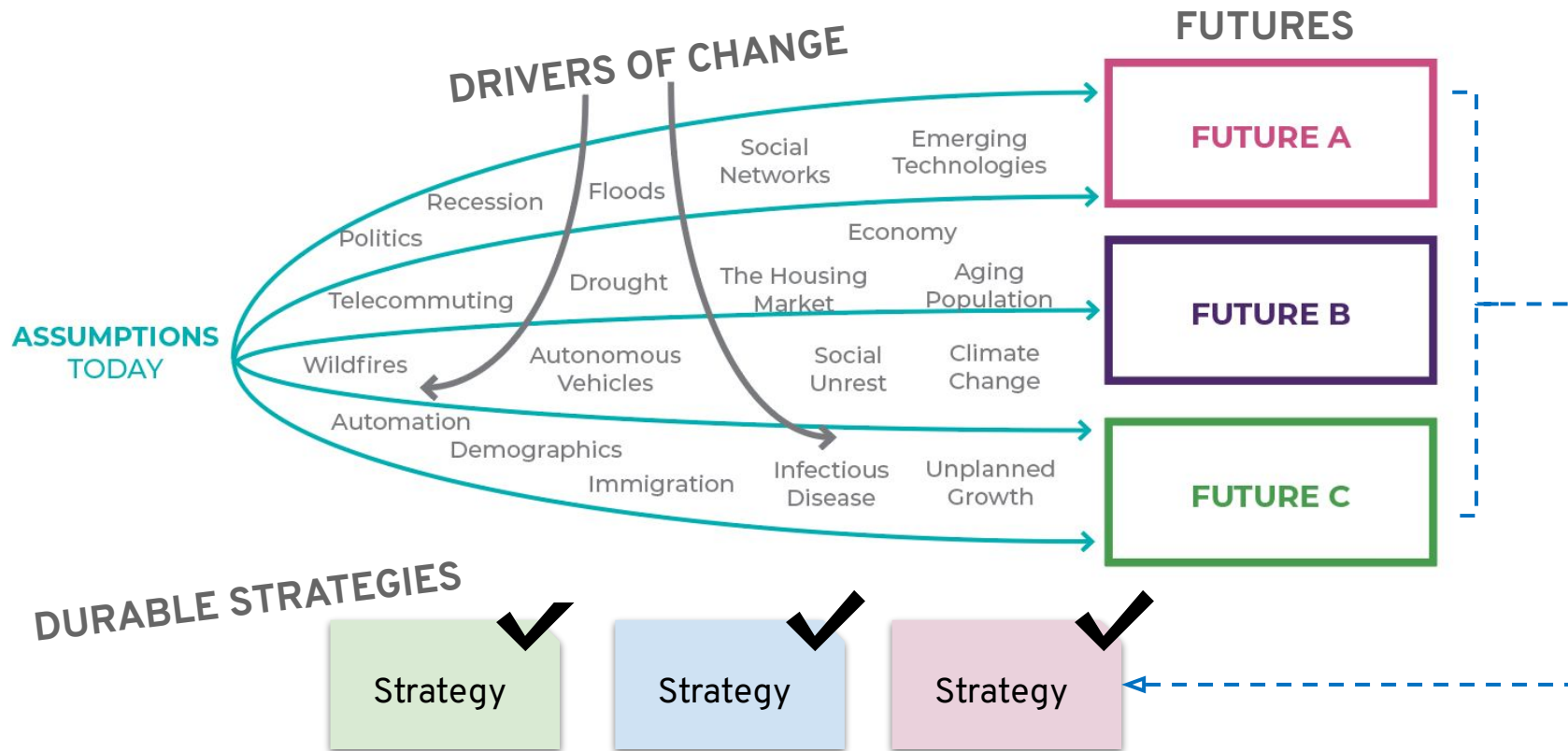


Future Land
Use Map



Drivers of Change Primer

Exploratory Scenario Planning (XSP)



What is a Driver of Change?

Drivers of Change are factors outside of our control that influence our future situation.

Example:

Uncertainty about the future of **Mortgage Interest Rates**. Will they go back down to pre-COVID levels or climb even higher? Either way, this will have a major impact on the housing market...

*Back down to
where they were
pre-COVID*

**The Future of
Mortgage
Interest Rates**

*Double digits
become the new
normal*

Could It Be A Driver?

Test it by using it in a sentence:

It is hard to predict what Mortgage Interest Rates will be like in the future, but I'm certain they/it will impact Benton County.

Scanning the Horizon



Drivers of Change: Economic



Industry Mix

Will Benton County's economy look like it does today, or will a different mix of industries dominate?

Inflation and Interest Rates

Will economic conditions favor or hinder growth?

Drivers of Change: Ecological



Wildfire Risk

Will we adapt to more frequent fires or continue with business as usual?

Sustainability

Will we greatly reduce waste production or continue to strain our waste management systems?

Drivers of Change: Technical



Artificial Intelligence

Will AI make us better or worse off?

Autonomous Vehicles

How quickly will adoption happen?

Drivers of Change: Social



Demographic Shifts

Will our population continue to age or will we see an influx of younger households?

Consumer Behavior

Return of brick-and-mortar or continued growth of e-commerce and delivery?

Drivers of Change: Political



Trade Policy

Will federal trade policy help or hinder the local economy?

Infrastructure Funding

Will the long term availability of federal infrastructure funding change?

Drivers of Change Activity

Activity Overview



All Together: Brainstorm drivers of change

Individually: Create future headlines

In Groups: Discuss your ideas

All Together: Report back

Brainstorm drivers of change



**It is hard to predict
what will
be like in the future,
but I'm certain
they/it will impact
Benton County.**

DRIVERS OF CHANGE

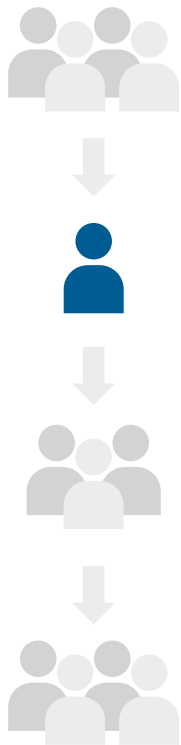
Climate impacts

Emerging technology

Economic development

Social trends

Create future headlines



**In the future, what
might headlines about
these drivers of change
say?**

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<i>BENTON BELIEVES</i> <i>COMMUNITY COMPREHENSIVE PLAN</i>			
COMMUNITY COMPREHENSIVE PLAN ADVISORY GROUP (CCPAG) • MEETING #1			
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Discuss your ideas



How do your headlines and drivers of change compare to others in your group?

What recurring themes are appearing?

What are interesting perspectives and possibilities you might not have considered?

Please write your group's drivers of change on the sticky notes provided

Place these sticky notes on one of the flip charts by the end of the break

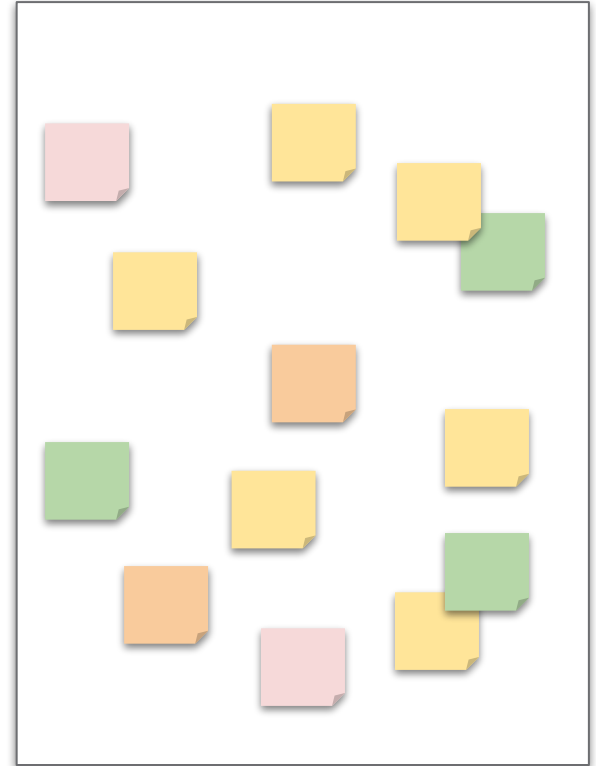
Report back



Identify common themes

Expand on ideas

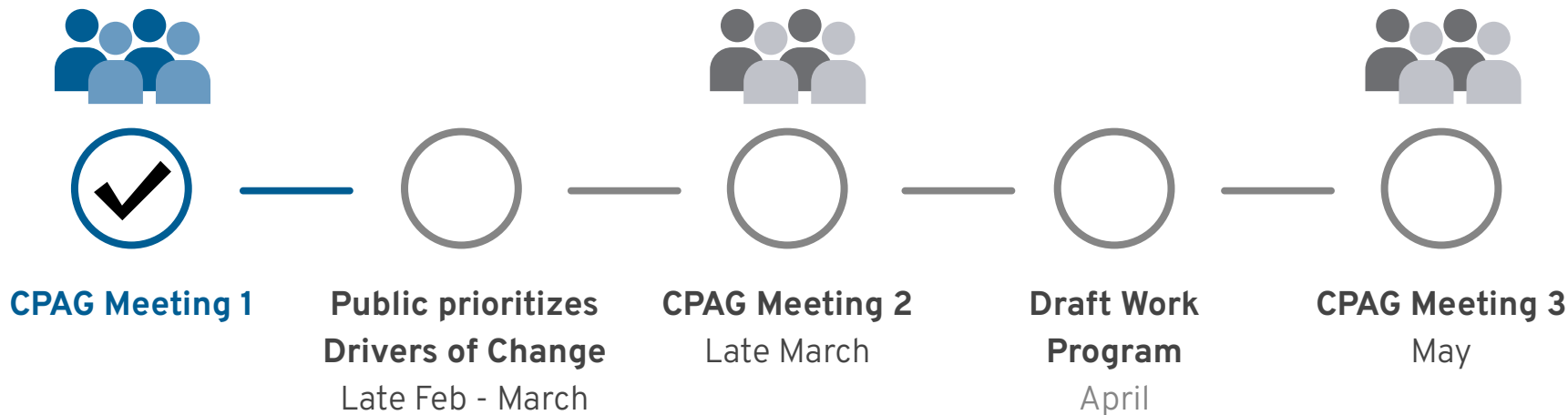
Overall reflections



Next Steps

Next Steps

Looking ahead...



Benton County Community Comprehensive Plan Project

CCPAG Meeting #1 Summary

DATE: Thursday, January 30th

TIME: 1:30p-3:30p

LOCATION: Kalapuya Building, Homes and Shipley Public Meeting Rooms, 4500 SW Research Way, Corvallis, OR 97333

ATTENDANCE: 28 participants (including project staff)

PURPOSE AND GOALS:

The intent of the first meeting of the Community Comprehensive Plan Advisory Group (CCPAG) was to identify and gather information about existing and future “drivers of change” for Benton County. This meeting included a presentation to contextualize comprehensive plans and the scenario planning approach followed by an activity and discussion to identify forces that could impact the future of Benton County and the impacts they may have. Meeting goals included:

1. *CCPAG members learn about the Benton Believes Comprehensive Community Plan Update process.*
2. *CCPAG members understand how and why scenario planning fits into the comprehensive planning process.*
3. *CCPAG members generate and define a list of potential drivers of change and discuss their potential impacts on Benton County over the next 20-30 years.*

CCPAG MEETING #1 OUTCOMES:

CCPAG participants discussed drivers of changes and how they might impact the future of Benton County. In addition, participants filled out a worksheet that prompted them to imagine a news headline that might be read in the future based on drives of change they identified. These headlines could represent best case, worst case, or neutral scenarios. This exercise helped CCPAG participants elaborate on possible impacts to Benton County, depending on a specific driver of change. The drivers of change that were identified in the group brainstorm and the worksheet responses are included below. Some initial themes that emerged from the headlines and drivers of change include:

- **Social Dynamics**
 - i.e. Sense of community, safety, and trust between residents and public agencies.
- **Public Policy Priorities**
 - i.e. Specific issues or areas that government identifies as most important to address through policy development and action; these guide decision-making and resource allocation.
- **Emerging Technology**
 - i.e. Research, development, manufacturing, and use of new technologies such as: advanced artificial intelligence (AAI), climate intervention technologies, and communication.

- **Growth Pressure**
i.e. Housing supply, cost, and production, pattern shifts of in & out migration.
- **Demographic Shifts**
i.e. Changes in population age distribution, racial and ethnic composition, language(s) spoken, and economic classes.
- **Economic Transformation**
i.e. Privatization of services and land, scales of production, and market trends.
- **Remote Work and Education**
i.e. Impacts and changes related to remote work and education policies for white collar workers, students, and families.
- **Climate Impacts**
i.e. Flooding, wild fires, droughts, and other climate related impacts.
- **Natural Disasters**
i.e. Earthquakes
- **Public Funding**
i.e. Federal funding priorities (vs. local, regional, state).

Drivers of Change and Topics from Group Brainstorming

- Affordable Child Care
- Interest In Arts + Culture
 - Tourism
- Climate Change
 - Drought
 - Salmon Return
 - Wine Country Moves North
 - Climate Refugees
 - Agriculture Move From CA
- Loss Of Non Profit Funding
 - Services Decrease
- Earthquake
 - Emergency Rations
- Diverse Aging Population
 - Language + Culture
 - Alternatives To Nursing Homes
- Big Corporations
 - Small Businesses Go Under
- Urban /Rural Conflict
 - Urban Edge
- Higher Education
 - Higher Ed Moving Virtual
 - Fewer Students In The County
- Transportation
 - Transit Access
 - Fewer Commuters
 - Commute To Work
 - Work From Home
 - Remote Workers Coming To Benton Co.
 - Urban Workers Moving Rural
- Funding For Community Care
 - Return To Community Driven Service Provisions
- Care Job Core
 - Health + Family Care Employment
- Housing
 - Housing Affordability
 - Shift To Rental Housing
 - Quantity Of Housing Units
 - What If Housing Wasn't An Issue
- Food Security
- OSU Planned For Exponential Growth
 - Anti Growth Sentiments

Worksheet Responses

Responses are sorted by topic area (environmental, political, social, technological, and economic), then again by sub topics. Please note that worksheets have been transcribed as accurately as possible. Some grammatical errors and empty worksheet sections are reflected.

DRIVER	HEADLINE
Environment	
Environmental	Salmon Return To Mary's River In Consistent Numbers For First Time This Century
Noxious Weeds and Invasive Species	-
Salmon Extinction	-
Environmental Ecosystems	Benton County: the new home of southern elk. Environmental impacts of forestry development sees mass migration of southern elk.
Environment	Coffin Butte closes, zero trash in Benton co. Wetlands restored Wildlife corridors restored
Climate Change	
Climate Change	Climate refugees from Southern U.S. create population growth in Benton County for people looking for pristine forested, green habitats.
Climate Change	Extreme weather events and unpredictable climate alter livability and agricultural outputs in the region.
Climate Change	Until we all address the factors that affect our climate, Benton County will see more illness and our lands may not be productive.
Climate Refugees	-
Climate Change	People move to Benton County because of mild climate compared to where they are from. Growers from CA find it too hot there- move to Benton County to grow crops/grass
	Unknown impacts of climate change
Climate Change	Water wells in County run dry Too warm temps for good grape crops

	Wildfires wipe out forest and farms
Natural Resources	
Southwest Runs Out Of Water	Americans Flood Pacific Northwest As Southwest Water Dries Up
Water Availability	-
Water Availability	water supply in Benton County has been holding for local residents, but irrigated meter scarcity elsewhere is pulling out more water and bringing more population to use it
Water Scarcity	Unless Benton County addresses lack of water, people will leave and wildfires will be more likely
Water Shortages	-
Water scarcity/ pollution	What will happen to agriculture around the county when/if the water runs out or is too polluted to use
Water availability	Can't live rural if well no longer produces. Water availability affects what we can grow and water in our streams
	Impacts on natural resources (eg. water) on population growth
Water understanding	Knowledge makes [hyper] local housing decisions measurable/material - we need data
National/local politics	Water policy changes to give priority to CA or corporate farms
Natural Disaster	
Water Scarcity	Unless Benton county addresses lack of water, people will leave and wildfires will be more likely
Cascadia Subduction	Cannibalism on the rise in Benton County: "10 new recipes to eat your neighbors" (seriously though, there should be planning for this. Read the FEMA report!)
Earthquake	Earthquake changes infrastructure of roads, buildings, and bridges
New climate patterns; average rainfall reaches historical lows	County fire preservation policies force closure of public lands
Drought/ Wildfire	

Utility	
Solid Waste Management + Disposal	Materials Recycling + Reclamation Centers Divert ____ Tons Of Solid Waste From Landfill Annually.
Landfill operator files for bankruptcy	Future Coffin Butte landfill in doubt as lawsuits over methane emissions bankrupt operator
Agriculture	
Climate Change	Extreme weather events and unpredictable climate alter livability and agricultural outputs in the region.
New Economic Drivers	Need to protect agriculture (feed the world) and forest (helpful housing and climate change). Natural and working land program opportunities will help save the land
Land for Recreation vs Land for Ag/Forest Industry	Transportation - who “owns” the roads Traditional Ag/ forest practice conflicts with constitution and environmental protection
Land ownership in Benton County	Family Farms vs Corporate, resilient adjustment to crop and farm size
Economic	
Consumer Behavior	A.I. and delivery of goods leads to redevelopment of retail outlets and office buildings to new community spaces for hobbies, sports, fitness and games.
Diversity of Businesses and Industries	-
Fiscal Challenges	All levels of government have less funding to pay for the services Benton County needs. How to pay for infrastructure [the] for UGB land?
Diversity of goods/services	If the cost of living continues to increase, and people leave, how will people access goods and services?
Incentivized living	With guaranteed jobs and housing, young people flock to Benton County.
Economic Costs	Families simply cannot afford all demands for bonds, levy, and/or adds to various bills
	Two changes of economic population -have -have not

	How to preserve the quality of the county we all enjoy while economic population state
Rural Land Use	Current land use laws [restrict] in rural <ul style="list-style-type: none"> • Economic Development • Housing - cost and availability • Timber and Ag no [control] primary economic drivers
Employment/ business industry	Immigration blocked/deported Farms shift to automation Ag exports ended
Small Business	
Small business sustainability	As large corporations buy up/undercut costs, will small businesses exist?
Political	
Erosion Of Public Trust In Government	Public Outcry And Resistance To Local Governments Brings Development And Redevelopment Nearly To A Halt
News and Journalism	
AI Generated/ Synthesized Content	FCC Determines 90% Of "information" Consumed This Year Is Misinformation
Journalism Continues to Change	All Local Med Outlets Close; Communities Create Grassroots Ways To Disseminate Community Information
Truth of "public" information	What is truth anymore? Dead internet theory confirmed as search platforms diminish
Funding	
Fiscal Challenges	All levels of government have less funding to pay for the services Benton County needs. How to pay for infrastructure [the] for UGB land?
Federal Deficit	Shrinking budgets at the state and federal level reduce the number of social programs and trickle-down funding that local communities rely on to provide essential services
Continued decrease in state and Fed funds for education	Benton Co. will not have a skilled workforce to support industry + local economy - look at west Virginia for example

(K-12 and Higher ed)	
Decreased federal regulations across multiple industries	Benton Co, particularly timber and agriculture lands, will be adversely affected by pollution, improper use, sell offs to private equity/interests. etc.
Lack of funds leads to County layoffs	The Benton County leadership decide that park maintenance will be cut
Non profit funding	Due to lack of support from residents and local government, many nonprofits have shut down leading to a loss of services county wide.
Fed Funding of Block Grants	No support for community based programs so local funding and support drives community services. Status quo leads to strangulation of and eventual death of unincorporated communities.
End of Fed Grant Funding	End of federal grant funding makes local support and funding the driver for community-based services.
Social	
Increased Inequity	-
“Centricity”	Focus of decisions and actions momentum primary focus of corvallis directions
Social Security (human)	Benton County crime free since ‘43! Predictive algorithms proven to eradicate all crime
Urban/Rural Divide	Town and country folks more isolated from one another <ul style="list-style-type: none"> • Politically • Lifestyle • Economic Disparity
Conflict between growth and no growth	Cities must grow and that means rural areas are compromised. Rural must be preserved and that means cities are compressed to be more dense and more expensive
How do we preserve quality of life?	Pressure on it due to growth of OSU but not commensurate housing/urban students to accommodate
Urban rural divide	Rural communities (independent, competent, capable, generous)
Housing	
Housing costs	Communal housing without individual ownership becomes a new fad

Housing Unaffordability	Young people can't afford to live here and there are fewer people to work in essential jobs needed for the community to function and support an aging population
Housing	How can Benton County help the cities and unincorporated places provide more housing in [their] areas.
Cost of Housing	Hope would be that some unincorporated towns could grow and provide some additional affordable housing in the county
Cost of Living Rising For Essential Workers	Benton County has X amount of farms and not enough farmworkers can afford to live in Benton County
Housing Urbanization	Farmland covered with houses We no longer feed people with local produce Corvallis airport becomes regional
Housing Costs	Benton County has experienced an extreme population shift as nobody can afford to purchase a home there. <ul style="list-style-type: none"> - Parking requirements for multi [developed/devellip] units - Code against infill - Upper floors in commercial buildings
Housing	Land use shifts to allow workforce housing, especially in rural areas. Land use shifts to ensure rural populations relocate to dense populated areas. Land use changes create support for vibrant healthy rural unincorporated villages.
Land Use Affects On Housing Development	Business as usual leads to death of small rural communities due to restrictive land use policies.
Care	
Child Care Crisis	The exodus of Benton County's workforce as workforce continues as working parents struggle to find affordable, quality, childcare
We get a federal job corps for the the care economy	Benton Co residents, aged 0 to 100, all have access to high-quality, affordable, sustainable care
Diverse, aging population growing	What options exist for elder care besides expensive nursing homes for elders who don't speak English whose nursing homes don't cater to
	Benton County Land use/codes restrict the development of childcare Regulations and interpretations are outdated + unnecessarily stringent
Population	
Birth Rates	-

Population	-
Population changes	As the population ages and birth rates continue to drop, how will the people that are left sustain the city/county/each other
Demographics Decline in children	School populations continue to decline, birthrates decline in Oregon
	Aging population
Population growth	Residents noting negative changes in quality of life amenities
Pop Explosion	Housing in rural BC overwhelms rural [issues] and resource stewardship, leading to scarcity of fundamental irreplaceable resources
Tourism	
Tourism	Family farms disappear Needed housing becomes vacation rentals Traffic increases, creating smog and congestion multi purpose paths span the county
Increased interest in and support for the arts	Interest in the arts, cultural activities, and history is attracting more tourists and residents who are involved in the arts
Food	
Food Scarcity	Food scarcity in rural Benton County climbs to top priority
Food Security/CA Food Production Crisis	
Transportation	
Social	Walkable Communities Thrive As Each Develop Their Own Culture. Public Transportation Use Skyrockets
Political	High Speed Rail Connection To Transportation Hubs Opens The World To Benton County Residents.
Traffic Load	Hope would be that with hybrid workforce that the 26k inbound commuters could stay near their families and community roots. More love and time with those that matter to you.
Transit	To the beach and back in <30 minutes! Try Benton Coastal Speed Loop today! Don't miss the sun due to traffic

Technological	
Technology	Last Above Ground Electric Transmission Lines Decommissioned. Community Based Power Generation Decentralizes Utility
Education Delivery	Schools across the county decline! Homeschooling on the rise as AI teachers and privatization grow
Autonomous Vehicles	
Autonomous Cars	Autonomous cars lead to extreme car dependence even causing traffic and lack of transportation options in rural areas
Autonomous Cars	Not everyone will need a car that an unmanned Uber Car/SUV Can take you to work, reducing traffic load and parking requirements.
AI	
AI Generated/ Synthesized Content	FCC Determines 90% Of "information" Consumed This Year Is Misinformation
A. I.	A. I. makes everyone's job easier and the work week is reduced to 25 hours, so there is a huge new interest in hobbies and recreation.
Consumer Behavior	A I. and delivery of goods leads to redevelopment of retail outlets and office buildings to new community spaces for hobbies, sports, fitness and games.
Remote Work & Ed	
Unincorporated Towns and Communities Grow significantly in BC	Benton County unincorporated towns grow due to hybrid workforce and limited need to get on the road
In-person residential enrollment significantly declined at OSU	Benton Co. will see sharp declines in demographic and economic growth
Private land owners sell land to AI and water access to build AI substations	Benton CO has water shortages and loses potential for investment in other land use ventures (housing, agriculture, tourism, conservation
Telecommuting	Scenic, rural Benton County sees population increase from telecommuters who can live anywhere. People love the amenities of Benton County.

Higher Education “Cliff” and online degrees	Fewer people move to Benton County because OSU focuses more on online degrees.
Technological social isolation	More individuals working solely from home (on zoom) with limited physical interaction