OAK LODGE AND GLADSTONE COMMUNITY PROJECT

PHASE 2 OUTREACH SUMMARY CONCORD PROPERTY

CLACKAMAS COUNTY

NORTH CLACKAMAS PARKS & RECREATION DISTRICT

THE CITY OF GLADSTONE

Contents

From July 7 through August 3, 2020, Clackamas County and North Clackamas Parks and Recreation District (NCPRD) in partnership with the City of Gladstone conducted phase 2 of outreach for the Oak Lodge and Gladstone Community Project.

The project team organized and promoted an online open house to solicit feedback on draft plans for the Concord Property and Oak Lodge Library with a goal of determining which plan best fit the needs of the community. The materials were promoted to the Oak Lodge Library service area and NCPRD residents west of I-205 and south of Milwaukie. The team held a separate online open house for the Gladstone Library targeted to the Gladstone Library Service Area.

Design Options for the Concord Property
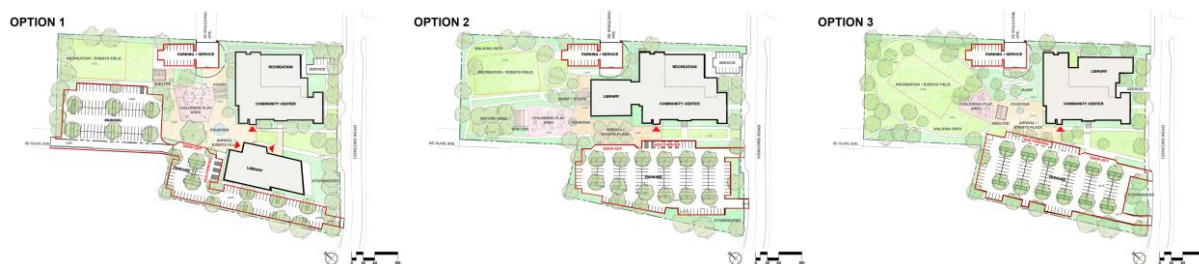
The team collected public comments through an online open house in English, as well as a shorter survey advertised with digital and printed materials in Spanish and English. The Concord online open house had **269 unique visitors** and **210 comments**.[1] We received **one shortened survey in Spanish**.

Participants preferred Option 2. While there were nuances to the comments collected, the following key themes which provide important feedback for the design team emerged:
- Need a **balance of functions** (library, community center, and park)
- Concern about the **parking lot** size and layout
- Mixed feedback on whether the **library should be separate or integrated** into the building; most agreed that integrating the library balanced the park, library and community center needs

---

[1] This is not a statistically valid survey. Numbers may not add up to 100% and reflect double counting of responses. However, efforts were made to ensure accurate numbers and to call out how questions were written (open-ended, multiple choice, or single choice).

- **Preserve/maximize green space**
- Keep the **old gym;** mixed feedback on need for a new gym
- Preserve **historic building and views** of the Concord building

Background

Previous outreach tied into Phase 2

Phase 1 of community outreach, conducted in the fall and winter of 2019, focused on programming needs for the library (summary available [here](#)). Key community programming needs included:

Parks

- Sports field and courts
- Walking paths
- Flexible event spaces
- Natural spaces
- Children's play areas, especially nature play or playground features
- Water features

Community center

- Spaces for classes, including music/art and cooking
- Fitness/dance
- Educational lectures
- Community services

Library

- Community meeting rooms and social gathering spaces
- Storytime area
- Children's area
- Areas for older adults
- Space for families

Community values linked to the survey

Based on community feedback in Phase 1, along with input from the task force, library and NCPRD staff, and technical analysis, the design team produced three draft plans for community consideration. The task force evaluated these draft options based on evaluation criteria drawn from the following Community Values for the Concord Property that the task force had approved in April 2019:

- Conscientious stewardship of funding
- Creating a site that can serve multiple functions and accommodate community needs, both indoors and outdoors
- Understanding and preserving the many histories, including the remaining historic features, that exist in this community and the Concord property
- Providing a welcoming and inclusive community heart that serves people and promotes a sense of shared community identity
- Providing inclusive, diverse, and culturally informed accessibility and access to services that accommodates all people regardless of age, race, gender, socioeconomic status, mobility, etc.
- Identifying and capitalizing on opportunities that will serve generations to come
- Outcomes that are a result of responsible community involvement
- Stewardship of parks, natural and green spaces
- Incorporating sustainable practices in the design, construction and operation of outcomes, and a holistic view of community impacts

The project team then drafted evaluation criteria based on these Community Values in early 2020. The online open house/survey asked participants to evaluate each option using the criteria, including how well each option met the criteria and identifying design features that best met the community's needs as previously identified. The online open house showed participants the overall results of their evaluation, then asked them to rank each of the options based on their final assessment. Each input point also gave an opportunity for open-ended comments.

Outreach and Notification

Clackamas County and NCPRD promoted the online event via social media, postcards mailed to local residents and businesses, emails sent to key stakeholders and people involved in Phase 1, and flyers posted in various community hubs. The COVID-19 pandemic made in-person events and focus groups targeted to under-represented community groups were not feasible because of the COVID-19 pandemic. Instead, outreach focused on online engagement and other physically distanced outreach as mandated by public health directives.

General outreach

- Posted online on the **project website**
- Two posts in the **Milwaukie and Oak Grove community Facebook chit chat groups**
- Social media posts on **Twitter, Facebook and Nextdoor**
    - Nextdoor posts generated close to 7,000 impressions[2]
- **Facebook and Instagram** ads reached 5,312 people, received 418 engagements,[3] 50 clicks and 13 shares
- Two emails sent to over **600 people and organizations** (email 1 was opened by 235 people with 87 unique clicks; email 2 was opened by 220 people with 60 unique clicks)
- Boosted ads and organic posts on **NCPRD Facebook and Instagram** reached more than 11,000 people, received 1,400+ engagements, almost 400 clicks and 24 shares.
- One email sent to **5,594 NCPRD residents** (opened by 1,608 people with 138 clicks)
- One **press release** to local media contacts and journalists
- Posted to the **events calendar** on the county website
- One email to **community planning organizations**
- Two emails to the **task force members** asking them to share the flyer and online open house information with their networks.
- Text sent to participants from the first round of outreach at **Oak Grove Elementary School** (Latino families).
- **Ecumenical Ministries of Oregon's Russian** contact posted a message about the online survey to their social media platforms.
- **Clackamas Review** published an article highlighting the project and online open houses

Outreach to under-represented groups

The project team planned targeted outreach to under-represented groups because of their lower involvement in past community planning projects. Those groups included Spanish speakers,

---

[2] *Impressions = the number of times your content is displayed, no matter if it was clicked or not.*

[3] *Engagement = measures the public shares, likes and comments for a post or series of posts.*

people with lower incomes, people without access to stable housing, teenagers, older adults, and parents of young children. Due to concerns about access to internet and computers, we distributed printed flyers (in English and Spanish) to the locations listed below. Respondents could then take the survey online or ask for a shortened, printed survey with a postage-paid envelope to reduce participation barriers.

- **Good Roots Community Church Food Bank** (145 flyers in English and Spanish)
- **Oak Grove Elementary School** summer lunch program (80 English and Spanish flyers)
- **Panadería Cinco de Mayo Market**, 17419 SE McLoughlin Blvd (Spanish flyer posted)
- **Vineyard Place** - Milwaukie (2 English flyers)
- **Rose Villa** – Oak Grove (2 English flyers)
- **Milwaukie Center** (150 postcards, 2 English flyers)
- **Springs at Clackamas Woods** - Milwaukie (2 English flyers)
- **Oak Lodge Library** (50 postcards)

Feedback Summary

Online open house

The online open house received **269 unique visitors** and **210 comments**.[4] Participants were asked to rank each of the options by first, second and third choices (or 'none of the above'). Out of 175 participants who ranked the options:

- **Top choice** = Option 2 (128 respondents)
- **Second choice** = Option 3 (86 respondents)
- **Third choice** = Option 1 (98 respondents)
- Some respondents felt that none of the options met the criteria and community needs

	Rank 1	Rank 2	Rank 3	Rank 0
OPTION 3	19	86	46	24
OPTION 2	128	32	3	12
OPTION 1	20	34	98	23

---
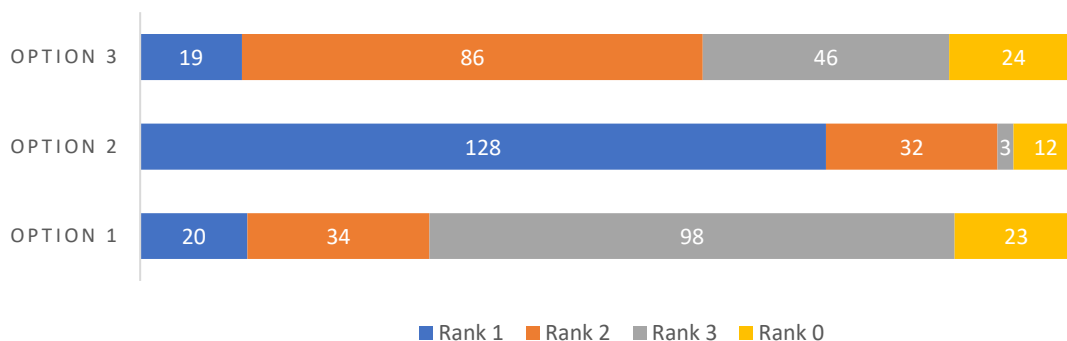
[4] *Throughout the run of the online open house, an error message was displayed for some participants that incorrectly indicated that responses had not been captured. While review of these error messages revealed that these responses had been captured, this did lead to frustration from some participants.*

Unique visitors are calculated based on the number of first-time visitors (identified through unique IP addresses) to the online open house. This count is not representative of the people who spent time reviewing and participating in the online open house. Therefore, the number of submissions is a better indication of how many people actually participated in the online open house.

The table (below) shows how participants rated each option against the criteria; with **Option 2** the preferred option.

Participants were asked to select if they felt an option fully met (green), partially met (yellow) or did not meet (red) the criteria. The numbers in each box show how many participants (out of 210) rated the option that color.

CRITERIA	OPTION 1	OPTION 2	OPTION 3
A. Provides a welcoming & inclusive community heart for generations to come.	87	119	62 | 74
B. Supports multiple functions and communities.	74	119	90
C. Supports library activities.	74	116	73 | 51
D. Supports community center / recreation activities.	104	124	65 | 66
E. Provides diverse, inclusive & culturally-informed accessibility and access to services.	89	111	85
F. Provides stewardship of park, natural and available open spaces.	90	114	100
G. Incorporates opportunities for art & creative expression.	91	111	94
H. Reflects conscientious stewardship of funding	88	102	64 | 54

Open-ended comments

The high-level summary of comments is shown below, with a detailed question breakdown in the appendix. Direct quotes from respondents are shown in blue boxes.

Balancing needs

Feedback was evenly split on the priorities for the Concord Property (between outdoor space, library, and community center). Most agreed that a balance is needed and no one wanted to see these functions compromised.

Parking and access

There were multiple concerns about the size and layout of the parking lot, though there was not a clear consensus on the approach. Participants felt:

- Too many cars
- Parking lot is too big to make the site feel welcoming
- Separating the parking lot (Option 1) takes away from site cohesion
- Hope to use area west of Olive Ave for parking
- Disappointed in distance to bus stops on McLoughlin Blvd; need to address access for people using transit
- Want access from Olive Ave (not present in Options 2 and 3)
- Location of handicapped parking; need to ensure accessibility from parking lot to all functions, especially library
- Size and configuration of ramps look daunting; Option 2 seems most manageable

> *"The parking lot is too big to make the site feel welcoming--it creates a lot of distance. This property is not a Wal-Mart."*
>
> *"I think we need to keep pushing vehicle parking down to the bare minimum, while emphasizing space for drop-off, bus access, convenient bike parking, and access for people on foot or wheelchair."*
>
> *"I am most interested in safe access for those with limited mobility. That would include adequate handicap parking spaces, with short walks to entry doors, and sufficient handicap stalls in restrooms. A lot of my neighbors at Concord Terrace Mobile Home Community would need these features in order to make use of this new Community Center / Library."*

Library

There was mixed feedback on whether the library should be separate or integrated into the building. Comments include:

- A separate library sacrifices views; doesn't make a cohesive, community-oriented site
- The library in Option 2 appears to be too small
- Should be a quiet experience for library users; locating the library near or below the gym would be too noisy
- A larger building footprint would take space that could be used for parks and outdoor recreation
- It would be challenging for some people to walk between the buildings; unwise to duplicate amenities.

Inclusion and community center

There was mixed feedback on which option is most inclusive, but most agreed that having the library attached (as in Option 2) balances park, library and community center needs. Comments included:

- Separating library and community center is more inclusive, allowing for positive experiences for all (for example, if a large event is held and library patrons have no available bathrooms).
- Having these buildings together increases the opportunity to access services, site cohesion and sense of community.

> *"The outdoor children's area, courtyard, venue space, and walking path with encourage multi use by the community. The library having a shared, but separate space would be more conducive to using community building space for programs hosted by the library."*

Historic Concord building

Respondents want to preserve the historic building and views of the building.

- Many noted that Option 1 blocks views
- There was concern about whether the Concord building can be made seismically sound

Parks and green space

Many respondents want to preserve/maximize green space and noted the lack of parks/green spaces in this area. Comments included:

- Support for walking trails and nature areas; many liked the nature area in Option 2
- Some concern on how to ensure safety and discourage camping

> *"Love the idea of a variety of green spaces. U9 field, tree grove, walking trail, children's play area-- so important for a community area!"*

Recreation

Most respondents want to keep the old gym; mixed feedback on the need for a new gym. Comments included:

- The old gym could be used for performance and arts programming.
- Would like two gyms, especially when outdoor spaces can't be used due to weather.
- Need open, outdoor spaces that can be accessed by all, year-round (so keep only one gym, to maximize outdoor space).

Additional uses

Some respondents noted additional uses or considerations for programming the site. These included:

- A tool library, workshop space or outdoor skill space
- Focus the library on a specific use/perspective (like robotics, genealogy, etc.)
- More space for tables, gathering and connection
- Less space for tables in the library; more space for collection
- Early childhood/parent learning services
- Non-binary and gender inclusive restrooms and locker rooms, and family changing areas
- Outdoor seating and water play features in the plaza
- A dog park

- Inclusive playground and park for families and children with disabilities
- Preserve ballpark areas for children (for T-ball, for example)

Outreach process

- Some expressed confusion with survey and were concerned that it had predetermined results
- Many people suggested leaving the library function and option question to staff
- Some had concerns about funding and transparency on funding mechanisms
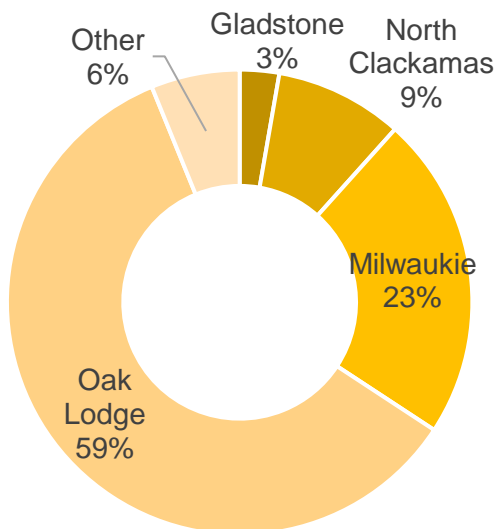
Under-represented community groups

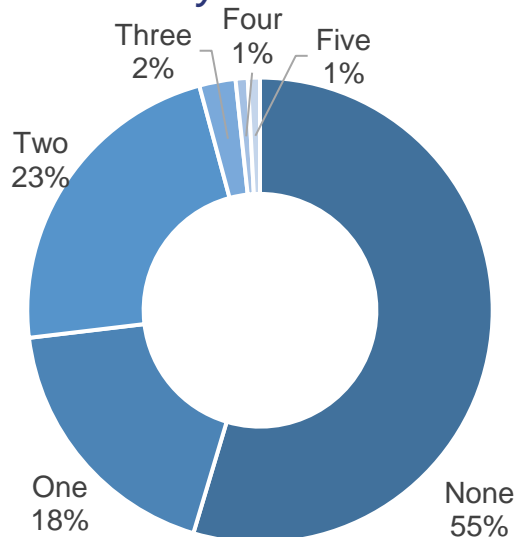The shortened online Spanish survey received **one response**. That person preferred Option 2

Demographics
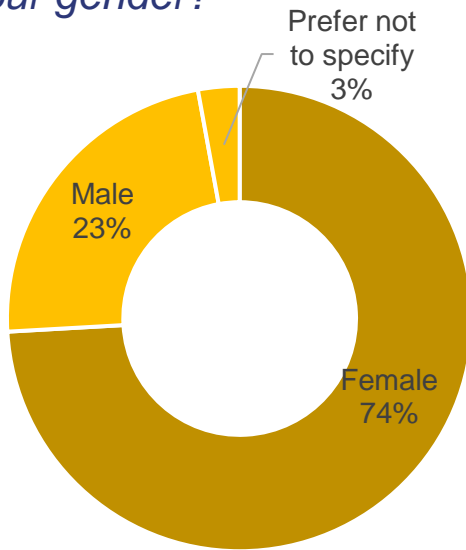
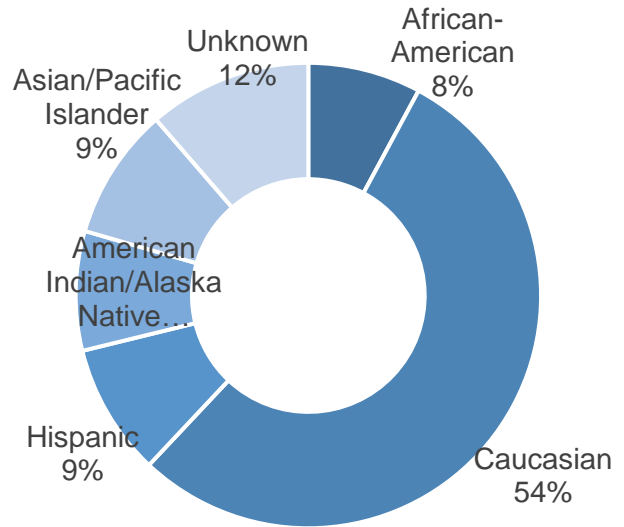Of the 210 respondents to the online open house questions:

Where do you live?

Other 6%
Gladstone 3%
North Clackamas 9%
Milwaukie 23%
Oak Lodge 59%

Children in your home?

Three 2%
Four 1%
Five 1%
Two 23%
One 18%
None 55%

Your gender?

Prefer not to specify 3%

Male 23%

Female 74%

Race/Ethnicity?

Unknown 12%

Asian/Pacific Islander 9%

African-American 8%

American Indian/Alaska Native…

Hispanic 9%

Caucasian 54%

What is your age?

20-24 1%

25-34 12%

35-44 26%

45-54 15%

55-64 19%

65+ 27%
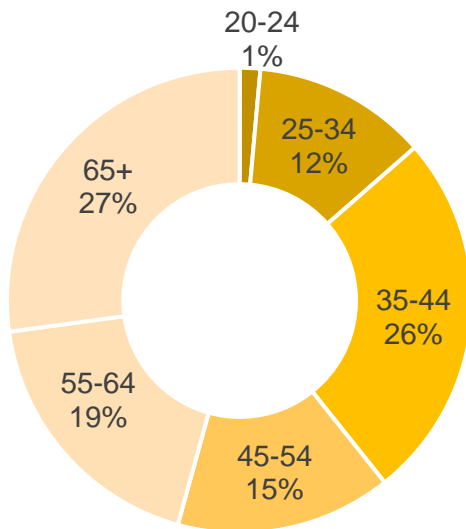
Evaluation

As outlined in the Public Involvement Plan,[5] the project team internally asked and answered the following questions to measure the success of the outreach efforts and refine future outreach activities. The project team will consider public responses from this round of outreach related to specific activities during the next project phase.

- **Did we work effectively and proactively to inform and coordinate with partners?**
  - Yes, however, it was extremely difficult to build off the relationships established in Phase 1 because of the COVID-19 pandemic and the social dynamics taking place associated with protests related to racial inequality. Under-represented community groups were especially difficult to reach, as many have been especially hurt by business closures and other economic impacts as well as disproportionate health impacts of COVID-19.

- **Did we correctly identify and reach all of the key stakeholders? If not, what can we do to reach out to them? Also, what were the reasons we missed some, and how can we do a better job in the future?**
  - No, we did not reach everyone that we would have like to reach. We knew it would be difficult to reach everyone due to the issues outlined above. To combat this, we checked our numbers mid-way through the survey. Since they were low, we did a second wave of outreach to stakeholders to encourage greater participation.

- **Did we correctly identify stakeholder issues? If not, how can we do a better job in the future?**
  - Yes, we feel that we had a good idea of the issues that the stakeholders we were able to reach would raise in the survey. These issues were confirmed by the comments collected via the online open house.

- **Were our messages about the project effective? If not, why?**
  - Yes, based on feedback from the survey and the high-level of quality responses we feel that we communicated the project message clearly. However, this was a complicated and probably could have been more effective without the barriers that arose because of the pandemic.

- **Were translation/interpretation services helpful? Were translated materials easy to understand and accurately translated?**
  - It is hard to say since only one person utilized the Spanish survey.

- **How did each of the project's communications tools work? How can we expand the use of those that are working well and refine those not working as well as they could be?**
  - We need to include phone numbers, email addresses, and other contact information on all printed materials. The lack of this information was a problem for several people we heard from who needed a printed version of the survey.

---

[5] *The Public Involvement Plan was developed at the beginning of the project to document all outreach activities, the community's demographics, and ways that outreach will be evaluated.*
https://www.clackamas.us/communityproject#documents

- o We need to reduce/eliminate error messages people received from the online platform. Those messages were very frustrating to participants and can also reduce trust levels in the outreach tool.
  - o The survey length and complexity was difficult for some people; however, the technical team had decided that the information needed for the next phase was complex and nuanced. The survey gathered the right level of information, but its length was challenging for many respondents.

- **Did we reach our target audiences? If not, what other tools would have been more effective?**
  - o Somewhat; we had a good cross section of the community according to the reported demographics. However, there were people who still had trouble participating because of lack of access to computers, time to take the survey, the complexity of the topic and questions, and limited access to a printed survey.
  - o Combined with the external complications of COVID-19, we were not as successful in our outreach as we would have preferred.