OAK LODGE AND GLADSTONE COMMUNITY PROJECT

PHASE 2 OUTREACH SUMMARY
GLADSTONE LIBRARY

CLACKAMAS COUNTY

NORTH CLACKAMAS PARKS & RECREATION DISTRICT

THE CITY OF GLADSTONE

Contents

From July 7 through August 3, 2020, Clackamas County, 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 three draft plans for the Gladstone Library with a goal of determining which plan best fit the needs of the community. The materials were promoted to the Gladstone Library service area. The team held a separate online open house for the community center, park, and Oak Lodge Library, to be located on the Concord Property, targeted to the Oak Lodge Library service area and NCPRD residents west of I-205 and south of Milwaukie.

Design Options for the Gladstone Library

Corner Entry   **Portland Ave Entry**   **Dartmouth St Entry**

The team collected public comments through an online open house/survey in English, as well as a shorter paper survey advertised with digital and printed materials in Spanish and English. The Gladstone online open house had **121 unique visitors** and **71 comments**.[1] The team received **three shortened surveys in Spanish** and **one shortened survey** in English.

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[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).*

Participants preferred the Corner Entry option, with the Portland Avenue Entry ranking second, followed by the Dartmouth Street Entry. There were a few responses stating that none of the options met the criteria or the needs of the community. While there were nuances to the comments collected, the following key themes which provide important feedback for the design team emerged:

- Important factors:
  - The **location of the plaza**; most participants preferred the plaza on the corner
  - The layout of the **children's area**, and its proximity to the bathrooms and other library services
  - An **accessible and large courtyard**; many felt that the Corner Entry best captured this.
  - An **efficient book drop**; most agreed that the Dartmouth Entry option did not meet that need.
  - Options that **featured views and natural light.**
- Other comments:
  - A need for more independence and privacy in the **teen area**.
  - Some **concern about the size of the library** in each alternative being too small.

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:

- The library feels **high-tech**
- The library feels **teen-friendly**
- Provide **community meeting spaces** and **social gathering space**
- Prioritize a **story time area**
- Provide space for **literary and cultural events**
- Provide space for a **book shop**

Community values linked to the survey

Based on community feedback in Phase 1, along with input from the task force, staff, and technical analysis, the design team produced three draft options for community consideration. The design team evaluated the draft options against a set of criteria based on Community Values for the Gladstone Library that the task force had approved in April 2019:

- Recognition of the community's effort to bring a Gladstone Library to life for the entire service area
- A flexible, welcoming and safe facility where community members can access technology and knowledge to promote learning, literacy, and shared assets for all people, regardless of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, or political beliefs

- Nature, sustainability, and livability through green space, natural light, art, walkability, and access to the outdoors
- Affordable and easily accessible spaces, both large and small, that can be utilized by the entire community
- The community's creative spirit through art programs and displays of community art
- A shared sense of community identity where community members can share news, opportunities, and knowledge
- Respect for and understanding of the rich history and culture of Gladstone
- Responsible stewardship of public funds

The online open house/survey asked participants to evaluate each option using the values-based criteria. This included rating 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 promoted the online event via social media, postcards mailed to residents, 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 infeasible, as well as focus groups targeted to under-represented community groups. 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 **Gladstone community Facebook chit chat group**
- Social media posts on **Twitter, Facebook and Nextdoor**
    - Nextdoor posts generated close to 7,000 impressions[2]
- **Facebook and Instagram** ads reached 6,116 people, received 429 engagements,[3] 55 clicks and 16 shares
- Two emails sent to over **600 individuals and organizations** (email 1: opened by 235 people and 87 unique clicks; email 2: opened by 220 people and 60 unique clicks)
- One **press release** to local media contacts and journalists
- Posted to the **events calendar** on the County website
- Two emails to the **task force members** asking them to share the flyer and online open house information with their networks
- Text sent to all participants from the first round of outreach at the **Gladstone Center for Children and Families**

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[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.*

- Email and phone call with the **Gladstone School District superintendent and journalism teacher** (who participated in Phase 1) to invite the journalism class to participate in the survey.
- **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 other community planning projects in the past. Those groups included Spanish speakers, 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 shorter, printed survey with a postage-paid envelope to reduce participation barriers.
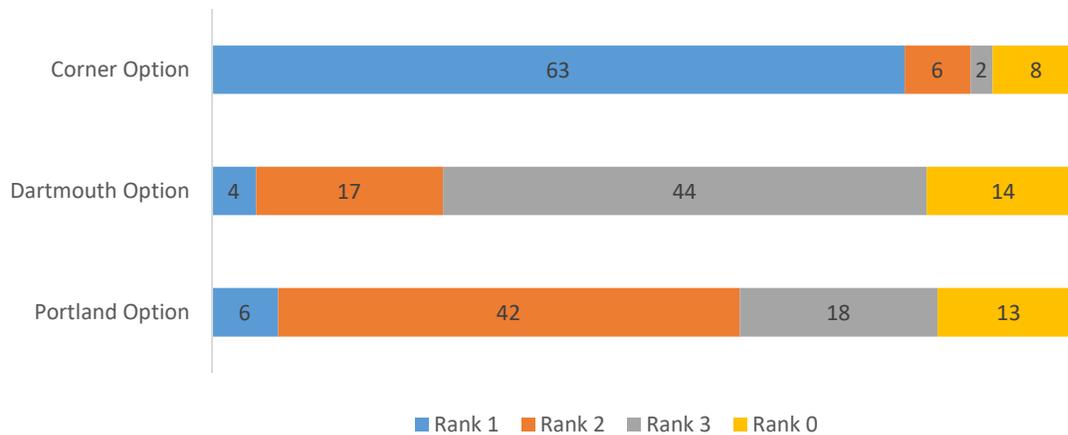
- **Gladstone Food Pantry** (60 flyers in English and Spanish)
- **Gladstone Family Center** (postcards in English; email to parents from Phase 1)
- **Rex Putnam High School** summer food program (75 flyers in English and Spanish)
- **Panadería Cinco de Mayo Market**, 17419 SE McLoughlin Blvd (Spanish flyer posted)
- **Gladstone Senior Center** (40 postcards, 2 English flyers)
- **Gladstone Civic Center** (2 English flyers)
- **Somerset Senior Center**, Gladstone (2 English flyers)
- **Gladstone Center for Children and Families** (40 postcards, 2 English flyers)
- **Gladstone Library** (50 postcards)

Feedback Summary

Online Open House

The online open house received **121 unique visitors and 71 comments**.[4] Participants were asked to rank each of the options by first, second and third choices (or 'none of the above'). Out of 71 participants who ranked the options:

- **Top choice** = Corner Entry (63 respondents)
- **Second choice** = Portland Avenue (42 respondents)
- **Third choice** = Dartmouth Street (44 respondents)
- Some participants did not feel that any of the options met the criteria and needs of the community.

The table (below) shows how participants rated each option against the criteria, with **Corner Entry** the preferred option.

Participants could 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 a possible 71) rated the option that color.

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[4] *Throughout the run of the online open house, an error message occurred for some participants incorrectly indicating that responses had not been captured. All responses were collected regardless of the error message; however, this led to participant frustration.*

Unique visitors are calculated based on the number of first-time visitors (identified through unique IP addresses) to the online open house. This unique visitor 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.

CRITERIA	PORTLAND ENTRY	DARTMOUTH ENTRY	CORNER ENTRY
A. Creates a shared sense of community identity.	43	45	50
B. Supports library activities.	40	33	59
C. Civic presence and community fit.	36	45	51
D. Provides access to nature and green space	38	42	49
E. Supports stewardship of funding.	40	25 26	50

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 in blue boxes.

Corner Entry

This was the highest-ranked option and received the most supportive comments. Some of the features that respondents listed as important for their selection:

- **The courtyard**, including the overall quality and location, the ability to use it for programming, access to/from different library areas, and visibility from inside the library.
- The location of the **children's area** was separated and safe, with proximity to the bathrooms.
- The independence of the **teen area layout** while maintaining visibility both inside and outside the library.
- Location and accessibility of the **meeting rooms**, as well as the addition of two, **smaller study rooms**.

- The **corner plaza** provides community identity and sufficient space for sitting and gathering.
- Locating the entrance on this corner helps to give presence on both Portland Avenue and Dartmouth Street.
- The **interior layout**, including the study rooms, the views and daylight, and staff sightlines from the service area.
- The exterior features, including **landscaping** between building and sidewalk, and the **book drop** location.
- Provides fair value to the community, cost-efficient operations, and reasonable overall cost.

> *"There isn't enough room for collections. After all, isn't the library a place for books?"*
>
> *"I think the Corner Entry supports a more user and staff friendly space. I am also a retired Librarian."*

Portland Avenue Entry

While ranked second overall, participants noted fewer preferred features and some noted concerns on how to access the courtyard from the library. Multiple participants noted that they liked both the Portland Entry and Corner Entry options, but the Corner Entry ranked higher for them. The features that were rated highly included:

- Access to the **meeting rooms**, especially after hours
- Independence of the **teen area**
- Location and safety of the **children's area**
- **Plaza** presence on Portland Avenue and the opportunity for gathering space in the plaza
- **Interior features**, including views and daylight and the inclusion of two small study rooms
- Exterior **landscaping** between building and sidewalk, and the location of **the book drop**
- Reasonable overall **cost**

Dartmouth Entry

This option ranked lowest overall, with many participants citing concerns with the entry, the book drop location, and the lack of views and daylight into the building. The overall cost was also a concern. Among the preferred features in this option were:

> *"Out of the three I feel the corner entrance and Dartmouth entrance are the best designs for supervision, safety and accessibility and function."*

- Location, function, access, and size of the **courtyard**
- **Sightlines** for staff within the library to all areas
- Safety and location of the **children's area**
- The plaza location on Dartmouth gave the opportunity to extend Gladstone's community identity onto the side street.
- Accessibility of the **meeting rooms**

Other comments

A few participants felt that none of the options met the criteria and needs of the community, and some comments pertained to all the designs. These included the following:

> *"Tearing down the old city hall site is an extreme disappointment. It would be nice if the historic look and feel of Gladstone could be kept with a renovation and expansion of the old city hall site. None of these plans even offer this option."*

- The **footprint of the library is too small** and does not provide enough space for books (or for potentially expanding the Gladstone Library collection).
- Some hoped the courtyard or plaza could be smaller to accommodate more interior space.
- Space for a **Library Foundation bookshop** is important.
- The **courtyard only serves for aesthetic purposes**, as it may not be usable in inclement weather for most of the year.
- The **importance of daylight and views** into the library, and with no solid wall on Portland Avenue.

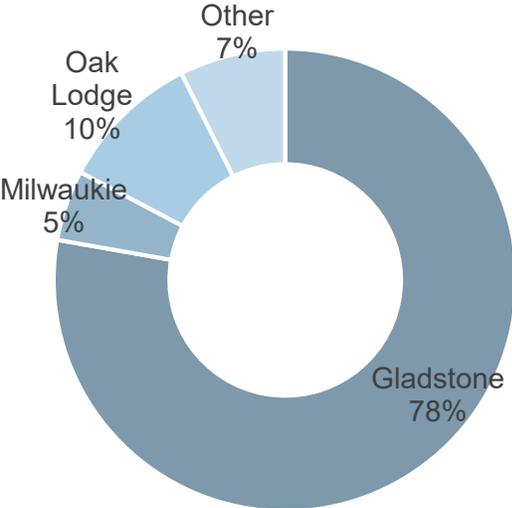# Under-represented Community Groups

The shortened online Spanish survey received **three responses**. Results were mixed. The Dartmouth Entry option was ranked highest (two respondents putting that option first), while it was a split between the Portland Avenue Entry and Corner Entry options. Some of the reasons the Dartmouth Entry option was preferred included the landscaping and green areas visible from the teen and children's areas, and the large courtyard.

The simplified English survey received **one response** through the Good Roots Food Pantry. This participant favored the Portland Entry option, followed by the Corner Entry with the Dartmouth Entry ranked last.
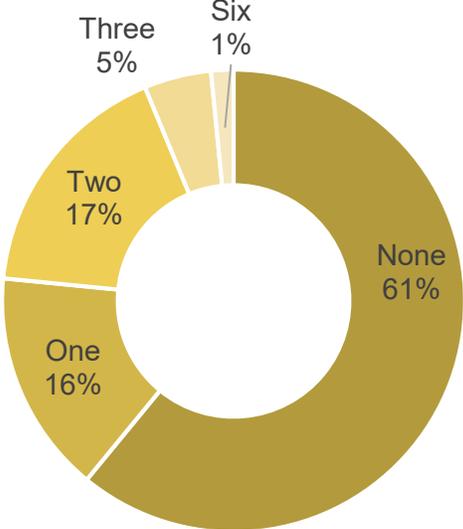
Demographics

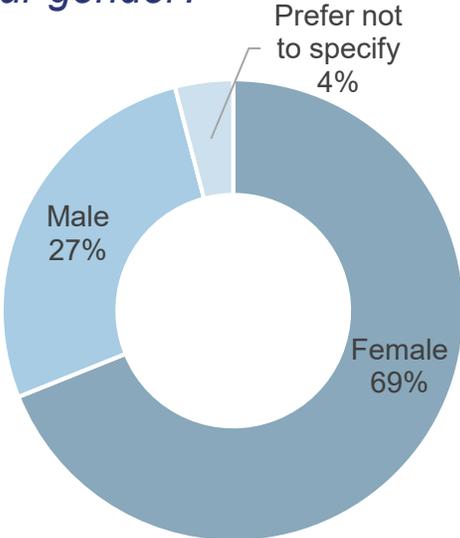Of the 71 respondents to the online open house questions:
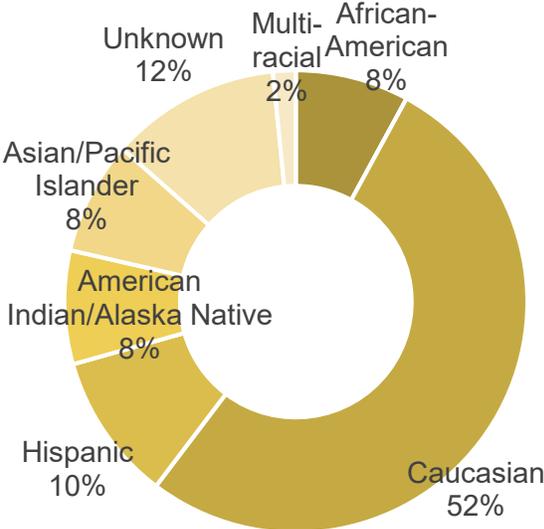
Where do you live?

- Other 7%
- Oak Lodge 10%
- Milwaukie 5%
- Gladstone 78%

Children in your home?

- Three 5%
- Six 1%
- Two 17%
- One 16%
- None 61%

Your gender?

- Prefer not to specify 4%
- Male 27%
- Female 69%

Race/Ethnicity?

- Unknown 12%
- Multi-racial 2%
- African-American 8%
- Asian/Pacific Islander 8%
- American Indian/Alaska Native 8%
- Hispanic 10%
- Caucasian 52%

What is your age?

20-24
1%

25-34
13%

35-44
26%

45-54
4%

55-64
16%

65+
40%

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?**
  - o 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 related to protests over 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?**
  - o 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 address 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?**

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[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

- Yes, we feel that we had a good idea of the issues that 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 message of the project. However, this was a complicated effort and 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?**
    - We did have three people respond to the Spanish-language survey, so that is additional input that we would not otherwise have received without those translated materials. However, we did not have the time or resources to dig deeper into the efficacy of the materials.

- **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.
    - 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 in the outreach tool.
    - The survey length and complexity were difficult for some people; however, the project 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?**
    - Somewhat; we had a good cross section of the community according to the reported demographics. However, there were people who still experienced barriers to participation such as access to computers, time to take the survey, the complexity of the topic and questions, and limited access to a printed survey.
    - Combined with the external complications of COVID-19, we were not as successful in our outreach as we'd like.