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Stafford Basin Pathways and Trails Outreach Strategy

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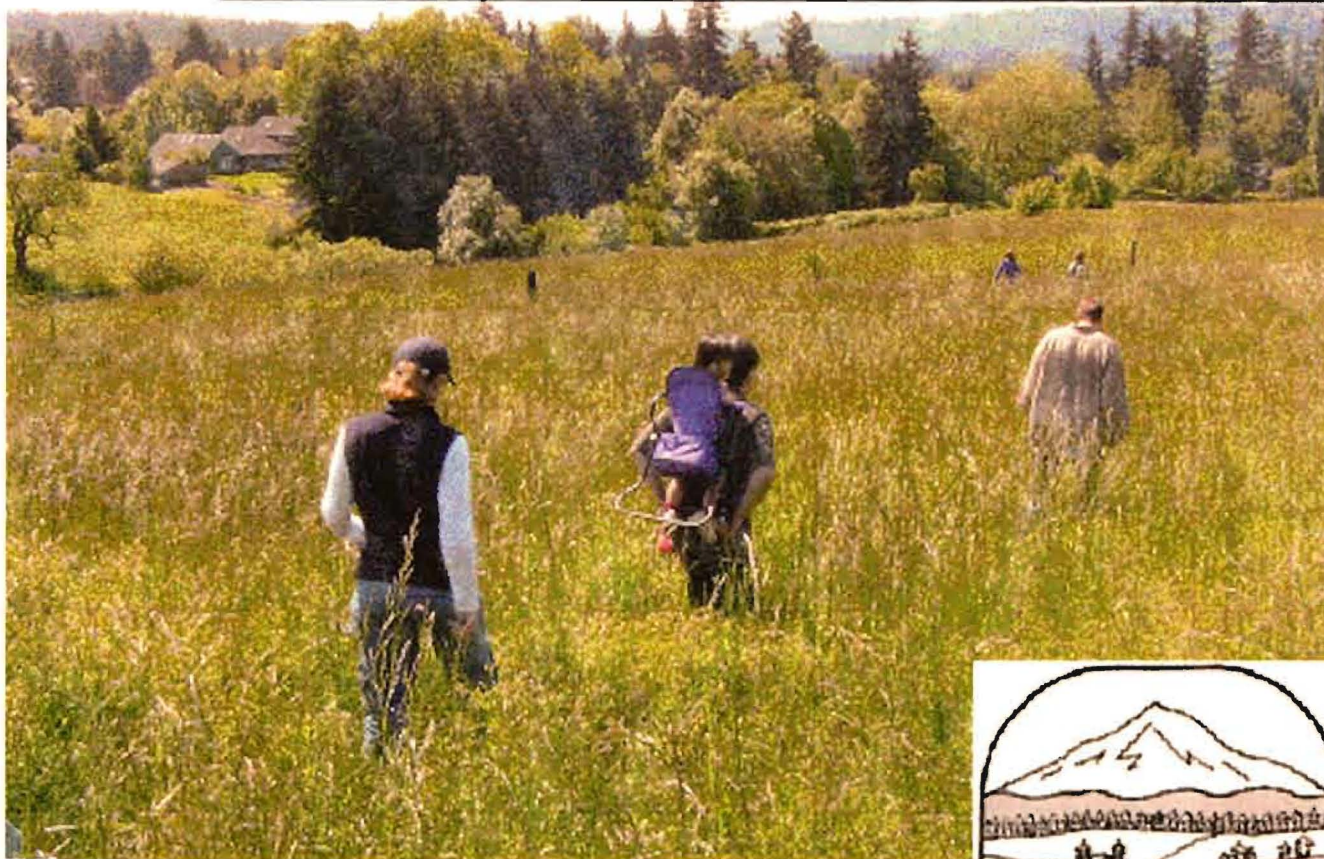
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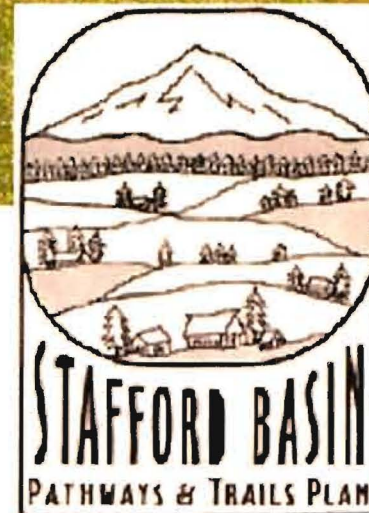
Petra Schuetz, Richard Roth, Sarah Martin, Christine Egan, Martha Beebe, and Elizabeth Alford

Stafford Basin Pathways and Trails Outreach Strategy

June 2001



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Sarah Martin
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Executive Summary

This document is a handbook written for the Stafford Basin Pathways and Trails Community Advisory Committee to inform them of how to implement community outreach. The committee has stated that community outreach is a priority for them in the third component of their vision statement (See Vision Statement, next page). Citizen involvement is Oregon's first statewide planning goal. All public agencies involved in planning must create a citizen involvement program. While the organization that is spearheading the project is a nonprofit, and not a governmental agency, it may wish to hold itself to the same standards. It may wish to do this especially if it hopes to include its trails on jurisdictional park and trail plans. The Stafford Basin is a unique area, with a landscape and residents like few other places. The document recognizes these unique attributes and incorporates them into the strategy. The document should be used throughout the life of the Stafford Basin Pathways and Trails Project. The project will not end with the adoption of a management plan, and neither should the outreach. The document has been written to serve as a useful reference, to be looked at from time to time over the entire duration of the project. Public outreach will both inform the people who use the basin about the project and allow them the opportunity to provide input on planning. Their input should be considered when completing the management plan. The document is organized into seven sections: vision statement, implementation team, background information, expert advice, the outreach strategy, how-to section, and a concluding section.

In fall 2000, the Board of the Three Rivers Land Conservancy voted to initiate a community trails project that would connect open spaces in the Stafford Basin. As result, Three Rivers applied for and received two grants to facilitate planning and community outreach for the project. The National Park Service (NPS) awarded one of the two grants to provide technical staff to facilitate local planning efforts. Three Rivers, along with NPS planners, assembled and convened a citizen advisory committee earlier this year to spearhead the project. The first meeting of the Stafford Basin Pathways and Trails Advisory Committee was in February 2001.

That same month, a team of graduate students from Portland State University's (PSU) Masters of Urban and Regional Planning (MURP) Program offered to assist Three Rivers in planning for the Stafford Basin Pathways and Trail Project. In providing this assistance, the PSU students are satisfying a graduate requirement for the MURP Program. In March 2001, Three River's Executive Director recommended that the PSU Team develop a community outreach strategy and launch community outreach activities for the project.

This document begins with the background research and findings compiled by the PSU Team. This was one of the first tasks conducted by the team to familiarize team members with the Stafford Basin area. Due to the Basin's large area and

the various jurisdictions involved in its future, it was not possible to conduct a thorough inventory of the Basin within ten weeks. Nor was this a need identified by the client, who preferred that the team focus on initiating outreach activities. Thus, the *Background* section of this report relies heavily on door-to-door survey results, a land-use inventory completed by a PSU graduate student, existing planning documents, information from the Clackamas County Historical Society, and personal conversations with Advisory Committee members and Three Rivers' Executive Director, Jayne Cronlund.

To develop this strategy, the PSU Team conducted 12 interviews with park, trail and public outreach experts from the Portland-Vancouver metropolitan area. The team also reviewed 16 planning/outreach documents to evaluate goals, strategies, methods, successes, and pitfalls of past outreach efforts. The team's findings were extremely useful in refining the steps needed to effectively involve the community in the Pathways and Trails Project. These interviews and planning documents also provided a host of outreach strategies and methods. The team was able to pick and choose from these ideas and tailor the outreach strategy and document for the Stafford Basin, its residents, and the client – Three Rivers/Advisory Committee. Details from the interviews and documents are located in the section titled *Case Studies and Expert Advice*.

The keystone of this document is the outreach strategy. The team has organized the strategy by outreach goals and relevant steps, or objectives, for realizing those goals. The goals, and outreach strategy overall, is a reiterative rather than linear process. Many of the goals and their respective objectives are ongoing and will overlap one another at various times. It is expected that the Advisory Committee will need to repeat some tasks as they will be effective in accomplishing more than one goal. Trail walks are a good example of a step that the committee may chose to use more than once. Finally, the steps listed under each goal should be viewed as a menu of choices for the Advisory Committee to implement depending on the intended goal.

The final section of the document contains methods for some of the implementation activities suggested in the outreach document. It contains a step-by-step description of how to write and conduct a survey, lead an effective trail walk, host a public meeting, and reflect on goals and values contained in the document.

This strategy and document layout and its various components are intended to serve as a practical guide for the Advisory Committee and Three Rivers. The team recognizes that not everyone on the Advisory Committee is a planner, and as such, has avoided using planning jargon to describe goals and key steps. The team has described steps and activities in a how-to format so that the committee can apply them quickly and easily. It has been designed specific to Advisory Committee and Three Rivers' needs, interests and strengths. The PSU Team hopes that this plan will endure the life of this project and provide the Advisory Committee all of the tools they might need to successfully involve the community in the pathways and trails project.

Vision Statement

The Stafford Basin Pathways and Trails Advisory Committee has created the following vision statement for the Pathways and Trails network. The vision will be continuously refined as the project evolves and new members are brought into the process.

1. The Stafford Basin (also referred to as the Stafford Triangle and the North Stafford Area) is a landscape with unique natural, cultural and geological features, which contribute to the health and vitality of the community. The Stafford Basin Pathways and Trails System provides access to these features and connections with the surrounding communities.
2. These pathways and trails serve a variety of uses: a) Recreation – including hiking, walking, bicycling, equestrian, and paddling; b) Transportation; and c) Education.
3. These pathways and trails are cooperatively created and maintained by users, neighbors, local governments, and community and business organizations.

STAFFORD BASIN
PATHWAYS AND TRAILS PLAN



Implementation Team for Outreach Strategy

The Stafford Basin Pathways and Trails Advisory Committee will have primary responsibility for implementing and updating this outreach strategy document. Three Rivers Land Conservancy, National Park Service, and Portland State University (PSU) Team will assist the Advisory Committee to implement various stages of the outreach strategy, along with volunteers and staff from the five local jurisdictions: Tualatin, Lake Oswego, West Linn, Clackamas County and Metro Regional Services.

Three Rivers Land Conservancy

Three Rivers Land Conservancy (Three Rivers) is a nonprofit organization managed by Executive Director Jayne Cronlund through a local all-volunteer board of directors. As a land trust, Three Rivers is largely supported through individual membership donations and volunteer efforts. The land trust is dedicated to promoting and protecting open space, scenic areas, wildlife and other natural and historical resources of the greater Portland metropolitan area. Other Three Rivers projects include:

- 1) Working with Friends of Forest Park to preserve the Balch Creek watershed surrounding Forest Park,
- 2) Collaborating with Metro and Tigard residents to secure a critical natural area within the City of Tigard, and
- 3) Acquiring a \$1.8 million parcel of land in the Wilson Creek Natural Area.

For more than three years, Three Rivers has been working with private landowners and the cities of Lake Oswego and West Linn and Metro Regional Services to conserve portions of the Stafford Basin just outside the urban growth boundary. As of May 2001, five large parcels of open space have been protected through staff and board member contacts with landowners and acquisition funding from Lake Oswego and Metro. More land will be protected in the near future. Given the substantial open space that has already been acquired, Three Rivers is now developing a plan to connect these open spaces via a Pathways and Trails system.

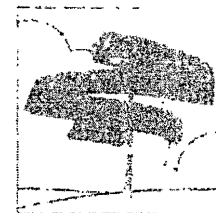
The Stafford Basin's most sensitive habitat and valuable scenic resources are located in unincorporated Clackamas County. No agency or jurisdiction plays a direct role in planning for the future of this area. This gap has allowed Three Rivers to step in and play a role in planning for open space and trails. While the land trust has recruited several agency staff from the surrounding jurisdictions to assist in planning and outreach for the project, Three Rivers continues to lead the effort. This has many advantages over a government-led project. For example, many private landowners in the Basin will be more receptive to a non-governmental entity when discussing land conservation and donation. In addition, a nonprofit land trust can offer flexibility with regards to right-of-way easements, funding sources, and tax benefits for donations by landowners.

To initiate planning and community outreach for the project, Three Rivers applied for and received two grants last year (2000). The land trust has been providing administrative assistance to the Committee, thanks to a \$12,000 grant award from Meyer Memorial Trust. Three Rivers has also received a grant of technical assistance from the National Park Service.

Three Rivers' primary responsibilities for public outreach are to:

- Recruit new members for the Advisory Committee
- Convene and serve as staff to the Advisory Committee
- Facilitate Advisory Committee meetings and information gathering
- Sponsor and organize the majority of mailings, public announcements and events associated with community outreach

Three Rivers
LAND CONSERVANCY



Stafford Basin Pathways and Trails Advisory Committee

Three Rivers Land Conservancy and the National Park Service have been recruiting members and convening meetings for the Citizen Advisory Committee. The Advisory Committee's first meeting was held in January 2001 to begin planning for community outreach and trail use and design for the Stafford Basin Pathways and Trails System. This Committee is made up of residents and agency representatives from West Linn, Lake Oswego, Tualatin, Metro and Clackamas County. Three Rivers and the National Park Service staff have also recruited several volunteers to represent local and resident interests, needs and concerns. Some of the groups represented include local neighborhood associations, Lake Oswego Hikers and Ramblers, Volkswalk, Tryon Creek Day-Trippers, and West Linn Senior Center. A board member and the executive director of Three Rivers sit on the Advisory Committee, along with a representative from the National Park Service. See attachment C for a list of Advisory Committee members.

The Advisory Committee meets monthly for two hours and approximately one-half of the committee's members are volunteers while the others are representatives of local jurisdictions and organizations. This committee's principal responsibilities with regards to community outreach are to:

- Review, refine and update the outreach strategy document
- Assign outreach tasks to subcommittees and individual committee members
- Sponsor and host public events and meetings
- Ensure implementation of outreach strategy throughout the duration of the project



Advisory Committee Members

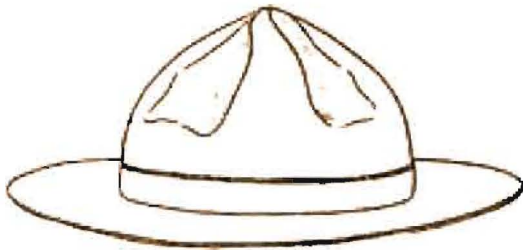


National Park Service

In June 2000, Three Rivers Land Conservancy applied to the National Park Service (NPS) for a technical assistance grant to begin planning for the Stafford Basin Pathways and Trail Project. In fall 2000, NPS awarded Three Rivers a Rivers, Trails, and Conservation Assistance (RTCA) grant. The RTCA program provides technical assistance to help communities organize themselves to protect the places and resources they value and enhance their opportunities for close-to-home recreation and connection to nature. The program does not provide financial assistance but shares the professional expertise of planners, landscape architects, and resource specialists with local and regional conservation partners across the country. Though NPS will be critical to the planning process, they are not directing the project, and will not be involved after September of 2001.

Steve Bowes and Alex Stone from the NPS/RTCA began working with Three Rivers and the Advisory Committee in January 2001. The grant period is nine months; NPS/RTCA staff will complete their work in September 2001. Steve and Alex' primary roles in working with Three Rivers and Advisory Committee are to:

- Serve as primary facilitator and meeting coordinator, responsible for planning meetings and travelling to Lake Oswego on a regular basis
- Work with Three Rivers and Advisory Committee on project tasks
- Develop timeline with Advisory Committee and see it realized
- Oversee and produce the final product(s) developed with Advisory Committee
- Participate in specifically designated roles at public events or larger meetings that involve participants from outside of the Advisory Committee



"Eisner" hat
c.1912

To date, RTCA staff have helped the Advisory Committee to create and finalize a vision statement for the project, identify and recruit Advisory Committee members, propose potential funding resources for Pathways and Trails planning and building, and develop project timeline and action plan.



The Stafford Basin

When composing an outreach strategy, it is important to tailor methods to the affected community. The following section gives a brief background of the Stafford Basin to familiarize readers with the area. The information was gathered from a variety of sources including: a land use inventory, information from the Clackamas County Historical Society, Metro reports, and the PSU Team's door to door survey of the area. This section is divided into four pieces. The first is a description of land features. The second is a short history of the area. The third section presents demographic data about the residents. The last section touches on the natural resources in the area. It is in the interest of preserving what is unique to the Basin that we suggest involving the public in the planning process. The Outreach Strategy that is presented later in the document was constructed with these features in mind. There are currently four properties reserved as open space. These are Cook's Butte and Sunny Slope (upland, forested areas, owned by the City of Lake Oswego), Luscher Farm (open meadow, owned by City of Lake Oswego), and the Metro Green Space (site of future Tualatin River access).

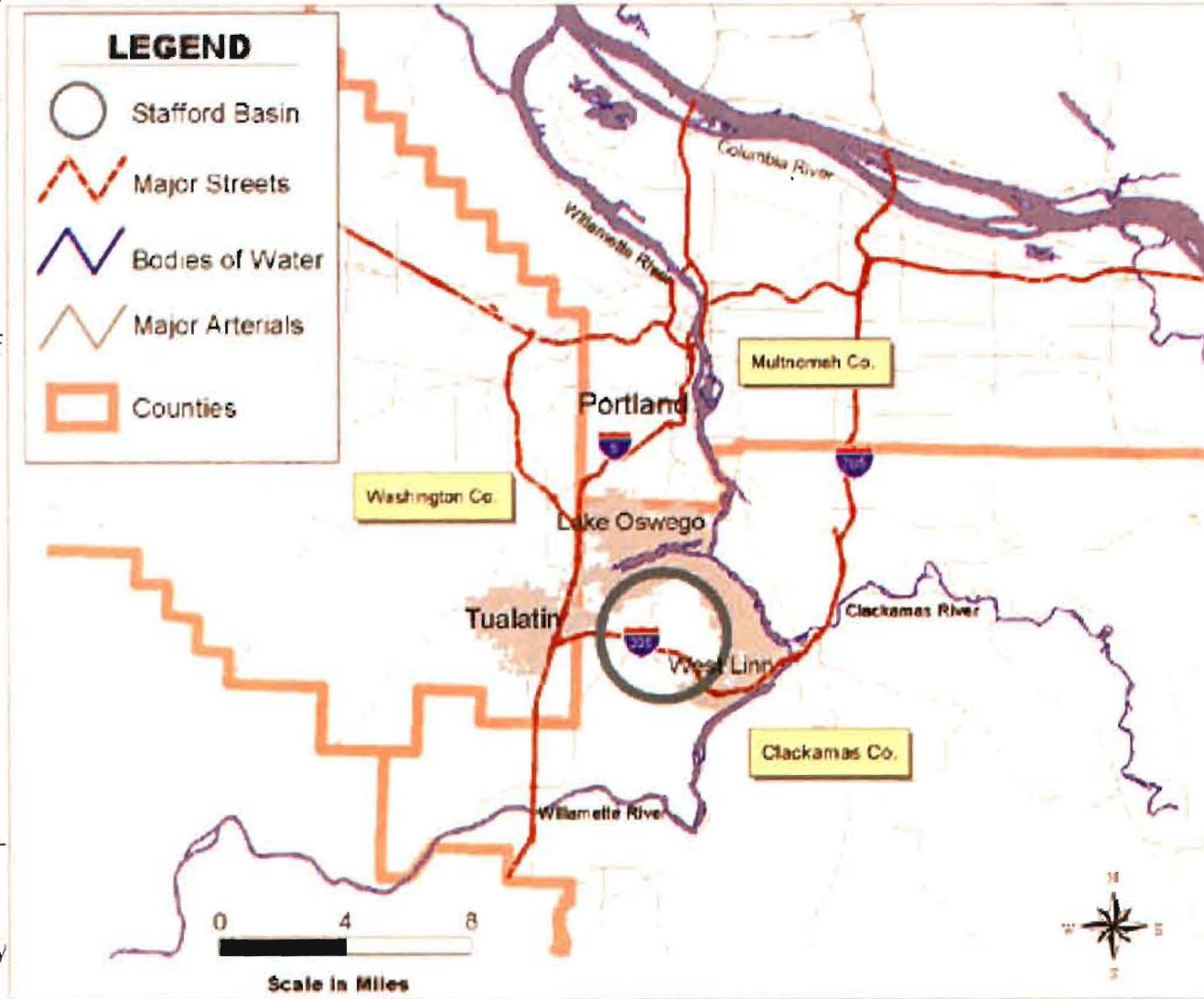


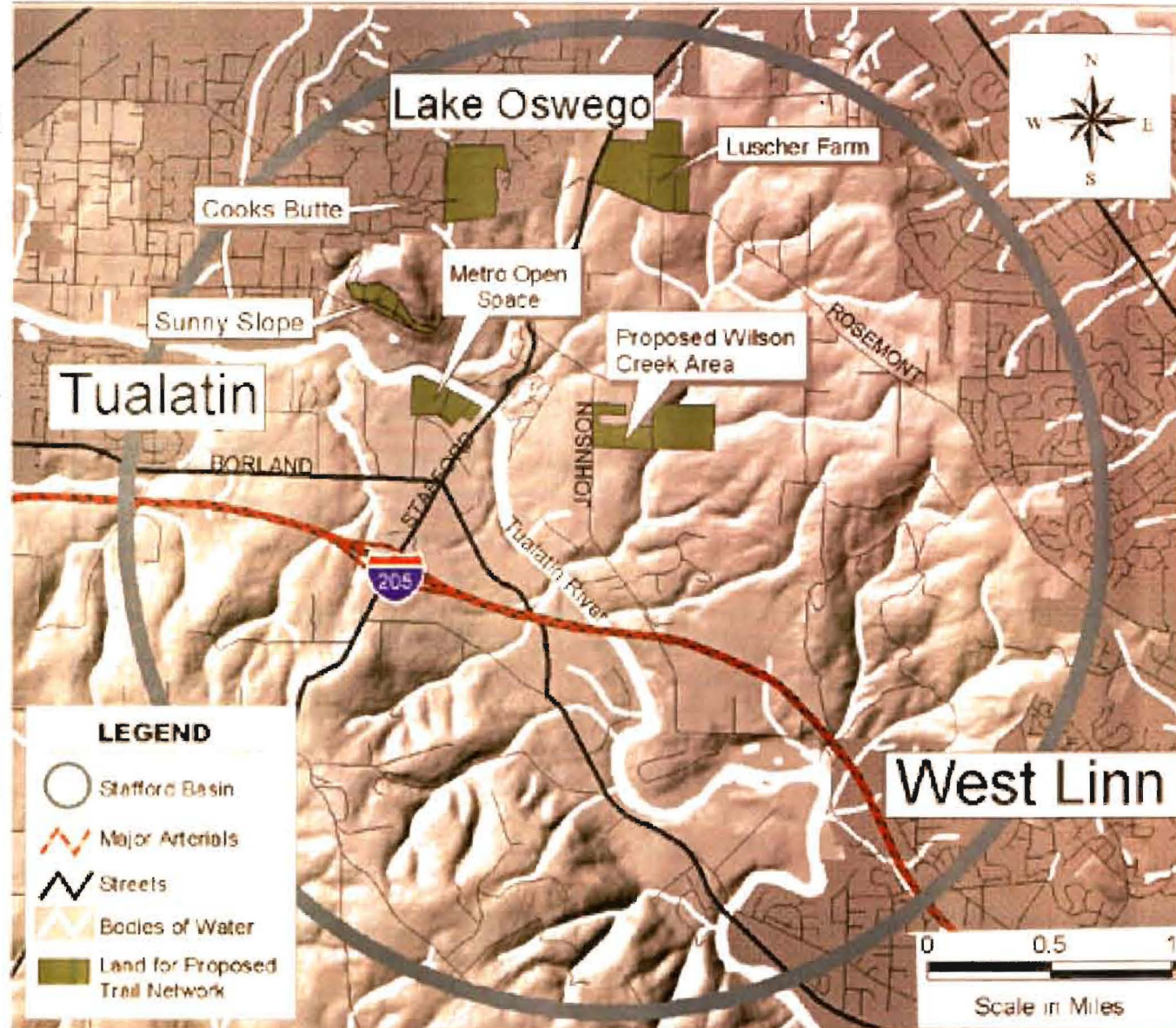
Figure 1: Portland Area Map

Land Features

Interstate Highway 205 defines the Stafford Basin to the south. The City of West Linn is its eastern border. Tualatin and Lake Oswego border the area to the northwest (See Map 2). The Tualatin River and Pecan and Wilson Creeks run through the area, creating the basin. As the drainage areas for these two creeks approach the Tualatin River, terrain changes from rolling hills and open upland meadows to more steeply cut, forested slopes.

The Tualatin River is the most northerly of the western tributaries of the Willamette River. The river valley forms a basin about 20 miles across. It is surrounded by hills on either side. There are four low notches in the high ground on each side: these are Tonquin, Wapato Lake south of Gaston, Lake Oswego, and Fields Bridge (where the river now drains). During the periods of the ice-age floods on the Columbia River, water would have drained through each of these low points and the basin would have held a shallow lake (Benson). Before settlement, the basin contains some of the only natural prairies in the Northwest (Benson, 1970).

Figure 2: Stafford Basin and Clackamas County Map



History

The first inhabitants of the Stafford Basin were the Atfalitiy Indians. Up to 30,000 lived in the area until they were decimated by disease and government policy. The Atfalitiy hunted wild game and fish and gathered berries and roots. They lived in permanent dwellings during the winter months (Unified Sewerage Agency, 1990).

American settlers were attracted to the area by the availability of good farmland. By the end of the 1850's, the banks of the entire Willamette River had been claimed. Settlers began to farm along creeks and roads. Most of the settlers were of English, Irish and German decent, and had previously farmed in the Missouri, Mississippi, and Ohio River valleys. Trapping was the first industry in the basin, logging was the second, and farming was the third (Baur, 1994).

Steamboat service on the Willamette began in 1852, and continued for the next 25 years. Until 1869, the Tualatin River was not navigable. Steamboats could travel between Colfax (where the Lake Oswego Canal enters the Tualatin) and Emerik's Landing. But the journey from Portland to Emerick's landing took two days, as passengers had to make many transfers from train and roads. In May of 1969, the Tualatin River Navigation and Mining Company was formed to make improvements on the Tualatin River, including locks at the mouth of the River. These improvements made access into the Basin much easier (Unified Sewerage Agency, 1990).



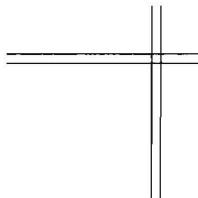
Barn near Luscher Farm

After the Civil War, the area experienced slow but steady growth. Farms were established throughout the area. Most were subsistence farms. Livestock, grains and lumber were the most common cash crops. Saw mills dotted the area especially towards the north where core wood was needed in the iron smelting operation near Oswego. It was during this time that farmers began to use a house on the corner of Stafford Road and Borland as a stopping point on their way to Portland to sell their goods. The house became known as Wanker's Corner (named after the owners) and it was said to be a 14-hour ride from Portland (Clackamas County, 1989).

During the late nineteenth century, the population of Clackamas County tripled. A large percentage of the newcomers were of German descent. As most of the land near the rivers was already claimed, the new comers farmed interior lands, especially land along roadways. There were changes in agriculture and a trend toward urbanization. Hops and prunes became major cash crops and Lumber was sold to the paper manufactures at Willamette Falls. The Oregon Electric Railroad began servicing the Stafford Basin on its Salem to Portland runs. Trains serviced Tualatin and other west-side cities everyday (Clackamas County, 1990).

By the 1950s automobiles took precedence as the major transportation option in the area. The commuter trains and ferries had been abandoned. Interstate 205 bordered the Basin to the south. The population of the basin exploded in the 1960s. The area was no longer able to deal with its sewage. During the 60s, up to 70% of the flow of area creeks was sewage during the summer months (Clackamas County, 1990).

The Stafford Basin has seen a great deal of change in its history. What was once natural prairie and woods, was next occupied first by hunters and gathers, then subsistence farmers, and later farmers growing cash crops. Now the Basin is facing what may be the most drastic changes it has yet seen. The area is under intense pressure from developers seeking to urbanize the area. The Stafford Basin Pathways and Trails Project hopes to maintain some of the historical and natural character of the basin.



Residents

For an understanding of the modern residents of the basin we looked at Census Data. To provide a descriptive snapshot of the Stafford Basin community and its residents, the team examined 1990 and 2000 Census Data to make comparisons about changes taking place in this area. Census data for 1990 and 2000 were collected for both the block and county levels. However, block level data for Census 2000 had not yet been fully released at the time of this report. As a result, the following demographics are rough calculations comparing 1990 block and county level data with 2000 county level data, and should be used as estimates only.

Growth: The county level data for 1990 and 2000 show a dramatic difference in population growth between Clackamas County (28.9%) and Multnomah County (13.1%). Some of Clackamas County's growth has been in the Basin, with an estimated 22,867 new residents moving into the area since 1990. Metro's attempts this year to expand the urban growth boundary into the Stafford Basin support this observation.

Property Value: The average lot size in the Basin is a little under one acre and sells for approximately \$305,000, including land and improvements. Based on observations by the team, new housing is considerably more dense than the larger parcels of the older, more established homes and farms that dot the Basin landscape.

Parcels and Acreage: Landowners with property larger than 10 acres own over half of the land in the Basin (51%). In comparison, homes on five acres or less cover approximately 25 percent of the Basin, as do properties 5 to 10 acres. On the flip side, 95 percent of the total number of parcels in the Basin are under five acres in size, while less than two percent of the parcels are above ten acres. Current tax assessor records

Average Support for Pathway & Trail System

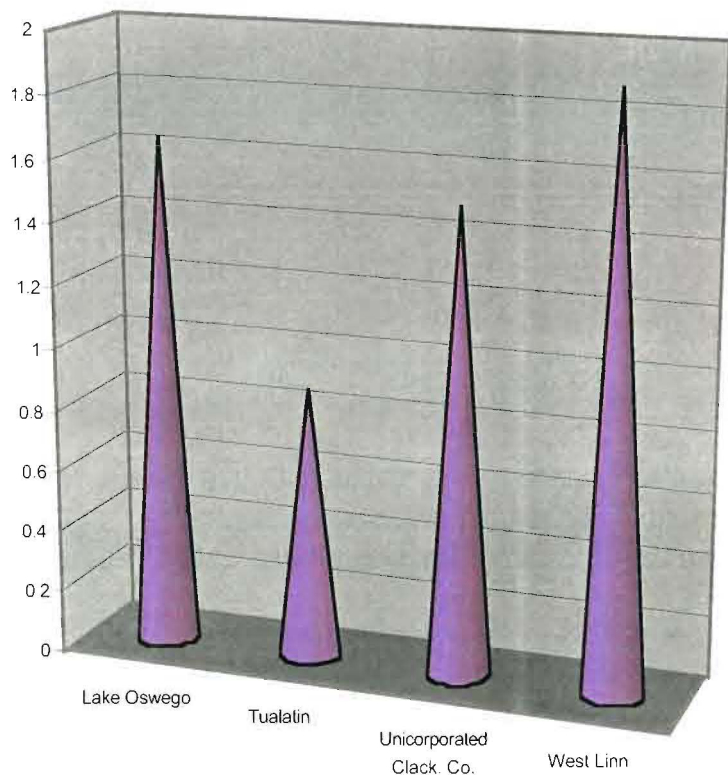


Figure 3: The vertical axis represents support levels. An average score of 2 is highly supportive, and 0 is indifferent. The horizontal axis lists the area cities.



provided general information regarding lot size and number of properties in the Basin; calculation was done by the PSU Team (Figure 4 to the right).

The data collected from the door-to-door survey provided much needed information about Stafford Basin residents' attitudes about outdoor activities and community need or interest in a pathway system in the Basin. The team selected three locations—north, southwest, and southeast—within the Stafford Basin with a variety of lot sizes and land uses. Three Rivers requested that the team not survey homes with ten acres or more. The client preferred to have representatives of Three Rivers or the Advisory Committee make first contact with these residents due to a perception of

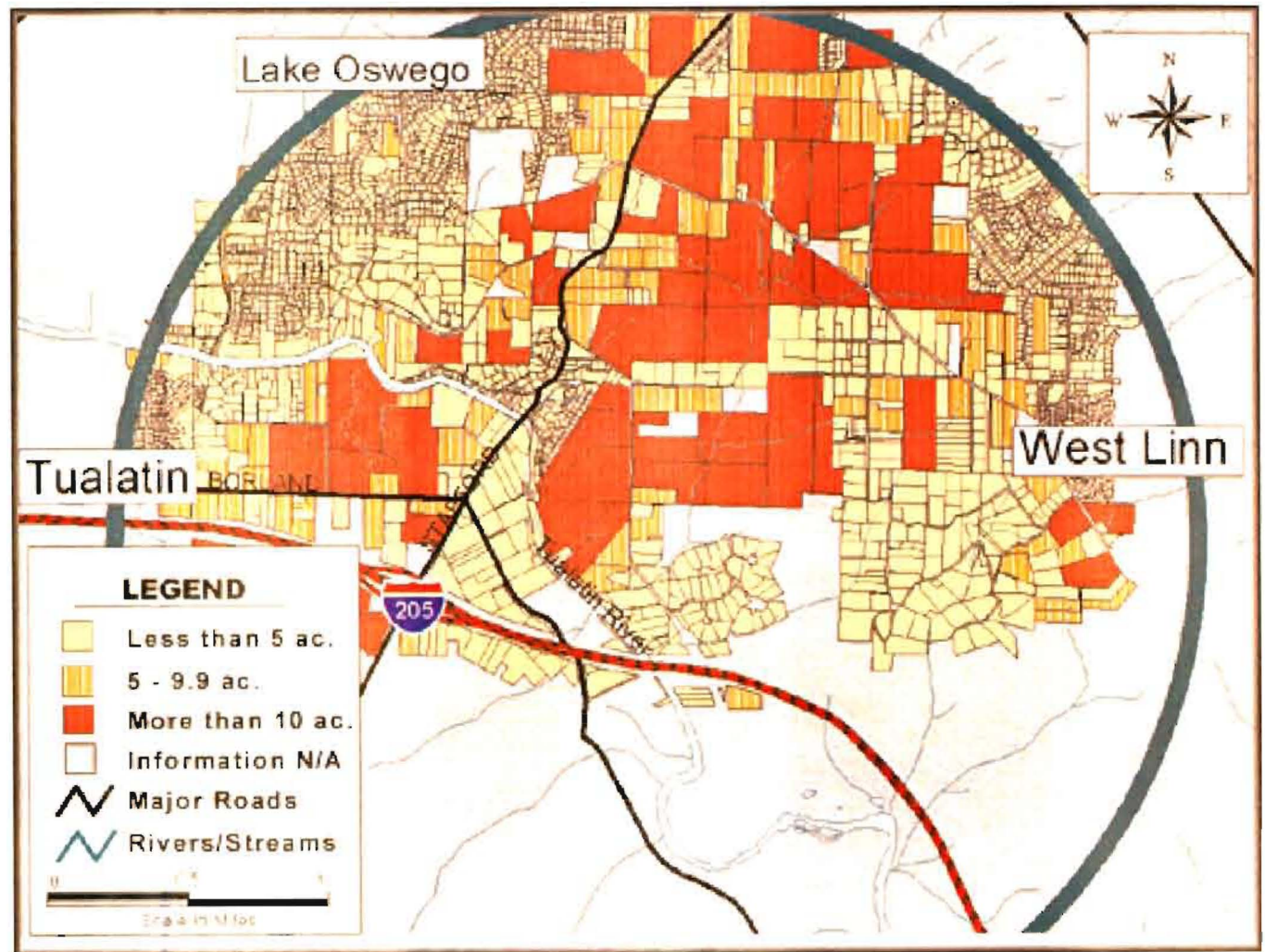
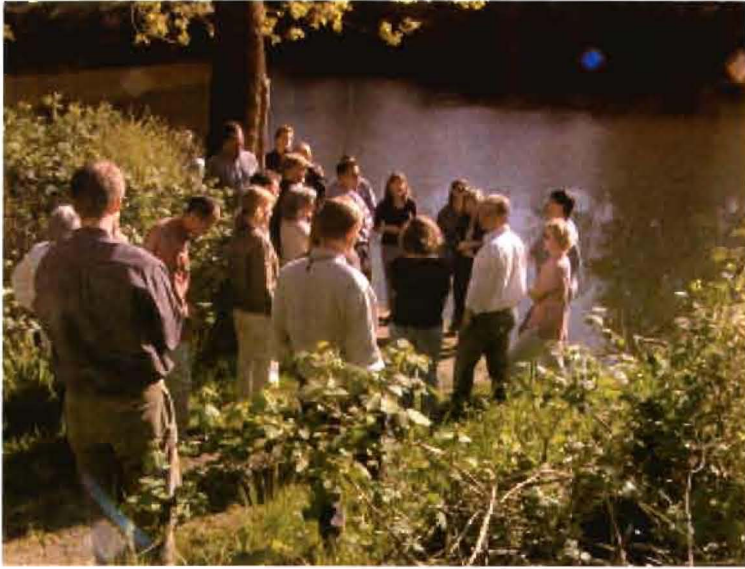


Figure 4: Lot Size Distribution in Stafford Basin



Tualatin River Access

Natural Resources

In addition to the human residents, the Basin is home to many species of wildlife. We felt it was important to consider these species when planning for the Basin. The riparian corridors of three waterways make up the most significant natural resources within the Basin (Pagenstecher 1997). These are: the Tualatin River, the only regional natural resource identified by Metro in the area; Wilson Creek, which is a mid-sized fish-bearing stream; and Pecan Creek, which is a low flow stream but provides significant habitat and wildlife linkages through the area (Pagenstecher 1997). The Basin contains other small, unnamed creeks. The Tualatin River contains fall Chinook, Coho, winter Steelhead, Sea-Run and Cutthroat Trout. Tributaries of Pecan Creek drain both Cook's Butte and Luscher Farm. Metro's Title III Ordinance does protect the riparian areas with 50 and 100 foot buffers. The Tualatin River watershed is considered polluted by

the Oregon Department of Environmental Quality (Pagenstecher 1997). Metro has identified wetland areas in the region as potential habitat for painted and western pond turtles and the red-legged frog, which are both listed as “species of concern” by the US Fish and Wildlife Service (Metro 1998). There are several recorded sightings of the plant, white rock larkspur, in the Lake Oswego area. This plant is also designated a “species of concern”. The agricultural lands offer hunting areas for birds of prey and other predators that hunt in open fields and live in adjacent woodlands. In addition, the Western Oregon Meadowlark is a sensitive species that relies on open terrain. Forested hillsides are relatively rare due to farming and development in the area, however Three River’s is targeting remaining forest for preservation. Two properties with significant forest, Cook’s Butte and Sunny Slope, have already been preserved. Preservation of additional land will be influenced by the development pressures in the area.

Development Pressures

The rural character of the Stafford Basin is currently protected by its location outside the Urban Growth Boundary (UGB). The UGB was created in 1980 by Oregon state law and has ensured that the rural zoning prevented urban development. Recently, this rural character was threatened by the potential for intense development. In 1998, Metro Regional Services, Portland’s metropolitan area regional government, designated 2,056 acres out of a total 3,302 acres within the Stafford Basin as urban reserves (Pagenstecher 1997). Urban reserves are lands adjacent to the growth boundary defined as priority areas for future UGB expansions. In 1999, Metro expanded the growth boundary into the areas it had previously designated as urban reserves. The cities of Lake Oswego and West Linn appealed Metro’s decisions to the Oregon State Land Use Board of Appeals (LUBA). LUBA is the agency that governs land use decisions in Oregon. LUBA rejected Metro’s decision. LUBA’s decision was based largely on the sentiment that Metro had not looked closely enough at farmland preservation.

As of June 2001, the Stafford Basin remains outside of the UGB and it cannot be used for intense urban development. It is likely, however, that continuing growth pressures in the region may again place Stafford Basin as a candidate for inclusion in the UGB. If this occurs in the future, powerful growth pressure will be released into the Basin. Metro’s goals encourage housing density in areas within the UGB. A development like the one proposed by a group of Basin property owners (Rosemont Village, a 750 acre residential development with an estimated 2,945 dwelling units) would likely occur. Development along these lines will require a zone change because the land is currently zoned exclusive farm use (EFU). See Figure 5.

The cities of Lake Oswego, West Linn and Tualatin as well as Clackamas County have stated their concerns about the costs to extend services to the area. Topographic obstacles to road expansion and associated congestion and safety issues were also identified by these jurisdictions. Although the City of Portland could theoretically extend sewer and water services to the area, it remains unclear which jurisdiction would or could feasibly provide services to the area (Metro 1998).

The potential financial liability for incorporating the area and providing services means adjacent jurisdictions are less likely to annex the area should it at some point be brought into the UGB. With the possibility of long-term future develop still out there, the Basin area remains controversial, making it difficult for Clackamas County to take an active role in planning for the area.

A network of green spaces has not yet been planned and preserved. Although high in scenic quality, the Basin's natural resources were not identified as a priority in Metro's Greenspaces Plan with the exclusion of the Tualatin River's riparian corridor. This greenspace plan designates "regionally significant areas as priorities for aquisition by Metro. The neighboring jurisdictions of West Linn, Tualatin and Lake Oswego lack funding to preserve trail corridors that lie outside of their jurisdictions. Open space, trail and pathway planning for the area is thus not adequately addressed. This fact presents itself as an opportunity for Three Rivers Conservancy to begin planning for the development of a comprehensive trail system in the area.

Development pressures present both opportunities and constraints on development of a trail and pathway system. Rising land values make acquisition of property for the development of pathways and trails in the Stafford Basin fiscally difficult. However, land owners are more likely to help build a trail system if it is included in development agreements. If Metro had been allowed to retain the UGB expansion, the opportunity to acquire a network of pathways and trails would have diminished rapidly as land values skyrocketed. Land inside of the boundary costs around \$150,000/acre while land outside of the boundary costs aboput \$50,000/acre according to Three Rivers director, Jayne Cronlund. Given that urban development is not an immediate concern, key properties may be much easier and cheaper to obtain. This is, therefore, an opportune time to begin developing a system of pathways and trails for residents living in the surrounding communities.

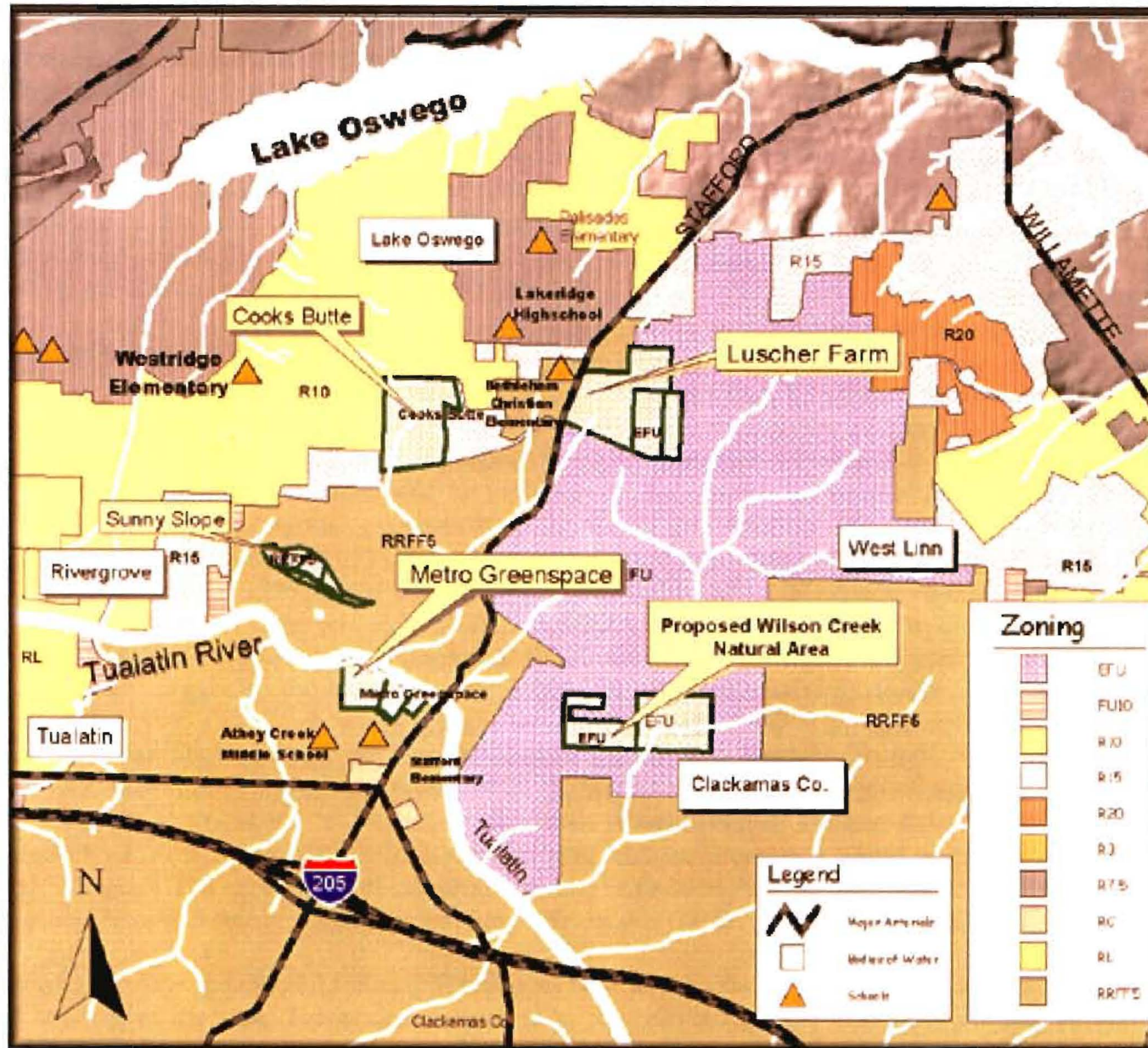


Figure 5: Zoning in Stafford Basin

Traffic

Despite the fact that the Basin remains outside the UGB, it is significantly impacted by surrounding urban development. Within the past five years, new housing has been built close to the lands near the project boundaries. The clearest impact of surrounding development is reflected in existing conditions of roadways in the Basin. During door to door surveys conducted by The PSU Team, residents in the area expressed serious concerns regarding increasing traffic and unsafe conditions on roads in the Basin. Many survey respondents stated they would not walk or bike certain major roads at all. Narrow shoulders and steep slopes and high volumes of traffic on many sections of road create unsafe conditions for pedestrians and bicyclists and there are no Tri-Met bus routes serving the area.

There are three major roads in the Basin. These are SW Stafford Road, SW Rosemont Road and SW Borland Road. All of these are of two-lane rural roads with no sidewalks, bike-lanes or other enhancements. Each of these roads has significant congestion problems. Based on a traffic study conducted for the Rosemont Village Master Plan in 1998, Level of Service (LOS), a measurement designed to assesses the quality and safety of roads, at certain intersections on each of these roads was designated at F, the lowest possible quality of service as perceived by the user (Kittelsohn 1998).

Traffic conditions would become even worse if Rosemont Village was developed. Based on Metro's requirements and the impact of traffic created by the Rosemont Village Master Plan, widening sections of Rosemont and Stafford Road to three and five lanes respectively, would be necessary to accommodate this new development. Infact any development in the area at this time will require road improvements. If the cities of Lake Oswego, Tualatin, and West Linn wish to develop what is now farmland as recreational areas, they too will have to provide road improvements (Kittelsohn 1998).

Conclusion of Background Section

The background section has mentioned many of the existing conditions present in the Stafford Basin. It has mentioned land features, history, natural resources, development pressures, and traffic. These are all issues that are important to people who live in and use the Basin. The information will assist anyone attempting to perform outreach associated with the project by providing basic literacy about issues in the area. The information is not intended to present a comprehensive understanding. We believe that such an understanding can only come from living in and using the Basin for years. This belief is why we feel it is so important to gather information from residents about existing conditions and opportunities in the area (See goal III Outreach Strategy). We also used this information, along with information contained in the next section, to tailor out outreach strategy to the people who live in and use the Basin.



Intersection of Rosemont Rd. and Stafford Rd.



Bridge Over Tualatin River, Stafford Road

Case Studies and Expert Advice

Before creating our outreach strategy, we conducted background research to ground our methods in lessons learned by other planners and planning efforts. Our research focused primarily on two areas. First, we examined the social, physical and regulatory features of the Stafford Basin and the surrounding communities of Lake Oswego, West Linn, and Tualatin. Our findings are described in the *Background* section of this report. Our second area of research focused on outreach methods, strategies and pitfalls when involving the community in planning, building, and maintaining trail and greenspace projects. Our findings are described below.

Methodology

To conduct research regarding outreach methods, strategies and pitfalls, we reviewed 16 outreach plans and planning documents and interviewed 12 individuals with expertise in trail and greenspace planning, volunteer coordination, and community outreach. We found this two-pronged approach useful as we quickly learned that the many of the personal insights offered by the planners and consultants were not often integrated into community outreach documents. In fact, it became very apparent that often the selection of specific outreach methods and event timing were intuitive and evolved as the project evolved. They also relied heavily on current events and public opinion.

In the interviews we focused on people with expertise in planning, volunteer coordination and community outreach. Attachment A is a list of people interviewed by the PSU Team in spring 2001. We also made a conscious effort to interview individuals with a diversity of professional backgrounds, i.e., private, public and nonprofit sectors. Consequently, opinions and recommendations for trail planning and outreach varied considerably in some topic areas due to their different perspectives and experiences. In the following section, we have noted where there was consensus and disagreement between experts. The experts agreed on more than they disagreed. Many suggestions were repeated consistently in the interviews. Most of those were incorporated into the Stafford Basin Pathways and Trails Outreach Strategy.

In addition to expert interviews, we reviewed numerous outreach strategies and planning documents. None of these outreach strategies were as extensive as the outreach strategy created for the Stafford Basin. These plans provided many ideas for outreach methods; some of which were incorporated into the outreach strategy. The Southwest Urban Trails Plan was a good example of a project initiated by a citizen group rather than a government entity. The public involvement plan for Pleasant Valley was useful in that this community is also dealing with growth boundary issues. Plans created in cooperation with the National Park Service under RTCA grant programs were good models for the Three Rivers project.

Below is a summary of the interviews and outreach plans, along with specific topics that we felt were most applicable to the community outreach strategy developed for the Stafford Basin Pathways and Trails Project.

Overview Summary

One of the most frequent recommendations we heard from the people we interviewed was the critical need to measure community demand for and interest in the project *before* initiating project promotion or information exchange activities. Being able to justify the community need and support for new pathways and trails and trail connectivity was identified as the absolute first step in developing an effective outreach strategy. In fact, documenting and securing community buy-in for the project would greatly improve the Advisory Committee's effectiveness in carrying out all subsequent outreach objectives. Objectives that would directly benefit from this first step include recruitment of jurisdictional, political and financial support, public involvement in trail design, and long-term trail stewardship and use by the community. The majority of outreach plans did not address the need to assess community need and interest before proceeding with a planning process. Some of the most helpful topics addressed in the interviews and outreach plans were:

- Strength of nonprofit leading the process;
- Facilitating the visioning process;
- The need for community demand and buy-in;
- The importance of recruiting advocates;
- Hosting public meetings; and
- Integrating fieldwork into planning and outreach.

Strength of Nonprofit

One consistent theme we heard in almost all of the interviews was the unique and strategic strength of having a nonprofit organization lead the Pathways and Trail Project effort. Several interviewees suggested citizens, and Basin residents in particular, would be more willing and comfortable working with a nonprofit land trust than a government representative. The Lower Columbia River Estuary Plan points out that distrust of government can lead to many people feeling "that 'government' no longer represents them and that representatives are not connected to the ordinary citizen (Metro 1999)."

While everyone agreed that it was important to have jurisdictional representatives on the Advisory Committee, they strongly suggested that the citizen-members do the one-on-one/neighbor-to-neighbor contact with residents rather than our government partners. Metro's report for protecting open spaces mentioned this type of contact as the "best means of information transfer".

Visioning

Expert interviewees strongly recommended that the Advisory Committee “stay open-minded” with regard to including “trail connectivity” in the project vision statement as outlined on page 2 of this report. They suggested that the Advisory Committee should seriously consider whether the inclusion of connectivity in the vision statement is feasible and, more importantly, something the community truly wants and needs.

Once the Advisory Committee has confirmed that the community supports the idea of trail connectivity through door-to-door and mailed surveys, then it should layout long-term goals and hurdles in creating certain proposed trail segments. Hurdles might present themselves as landowner opponents, delays in funding, and neighborhood concerns. Several of the people interviewed suggested that mapping out the long-range vision of the trail system —“what it will ultimately look like”— would also help keep the project and the Advisory Committee on track. A Guide to Community Visioning reinforced the need for a strong vision developed by identifying what the “community wants to look like” and exploring the values of local residents (APA 1993).

Two park planners warned against setting a definite timeline as to when the trail project would be completed. One consultant noted that there have been trails that have taken as long as five years to complete, even after all right-of-ways had been acquired. Such was the case in King County with a popular Rails to Trails project, according to George Hudson, trail planner for the Springwater Corridor in the Johnson Creek Watershed. Keeping the timeline indefinite and based more on timely opportunities rather than “bulldozing an artificial deadline of trail completion will help make certain property owners less nervous and contentious,” suggests Hudson.

Patti Freeman, park planner with the City of Portland, strongly recommended that the Advisory Committee and Three Rivers recruit a landscape architect for the project before launching trail planning and community outreach activities. By involving the landscape architect early, he or she will benefit from hearing community needs and comments from the conceptual stages to the final technical details of trail building materials and amenities.

Community Demand and Buy-In

An essential purpose for securing community buy-in and grassroots support at the beginning of the project is to help offset vocal opponents and neighborhood concerns, which will inevitably surface during community outreach activities. As George Hudson, former trail planner for the Springwater Corridor, noted, “People have to want the trail, want it enough even though the trail might cause negative impacts to private properties abutting the trail.” Consequently, talking to property owners “early and often” and listening and responding to their concerns will greatly reduce public opposition and hurdles over the long-term.

Becky Kessler from the community advocacy group, Friends of Trees, suggested that the Advisory Committee “use the urban growth boundary and protection of the area as a selling point” to the community. She felt that the inherent sense of urgency and obligation this issue stirs among the community would counterbalance the potential controversy it might cause among other landowners that support development in the Basin.

Many people recommended using a survey as a tool for measuring community demand and interest and introducing the project to the general public. In particular, people preferred door-to-door surveying because of the one-on-one contact and a better response rate than mailed surveys. Laura Miller, former park ranger with the Tualatin Hills Nature Park, pointed out that a survey provides the opportunity for people to say things about the project that they may not choose to say in a public meeting.

All of the people interviewed emphasized the need to create as many opportunities as possible for neighbor-to-neighbor contact as this was the best way to gauge community interest and project viability. Both interviews and public involvement documents such as the Southwest Community Trails Plan endorsed the idea of using trail walks to provide opportunities for neighbor-to-neighbor interaction and community investment in the trail system (PDOT 2000). In addition to surveying landowners in the Stafford Basin and immediate neighborhoods in adjacent jurisdictions, both plans and experts recommended surveying teachers and students at local schools to measure their interests and needs with regard to the project.

There were also several suggestions regarding survey design. Recommendations included:

- _ Use maps and visual aids on survey
- _ Identify key areas and corridors with zones and polygons; DO NOT USE LINES
- _ Show the areas (acquired properties and greenspace) that you are trying to link with the trail system
- _ Include reply envelope with pre-paid postage to increase response rate

People interviewed suggested that the Advisory Committee read and summarize all of the returned surveys BEFORE setting goals or planning for public meetings to introduce the proposed project. Their reasoning was that “you may learn something you didn’t plan for and get a better sense of what resonates with the public.”

Practically everyone recommended hosting onsite Saturday morning tours to follow up mailings, surveys and public meetings. These tours would provide the Advisory Committee opportunities to have one-on-one conversations with people who live near the proposed trail/project. The tours would also demonstrate to residents the Advisory Committee’s genuine interest and responsiveness to their comments and concerns. Becky Kessler from Friends of Trees also sug-

gested another follow up method where Advisory Committee members host informational parties in their homes to provide more neighbor-to-neighbor opportunities.

Public Meeting

Many people suggested that public meetings be organized after the surveys are analyzed and considered to facilitate information exchange between the Advisory Committee, residents and interested individuals. Specifically, they recommended that the meetings and project proposal be framed in a way that directly addresses concerns and interests identified in the surveys. In addition, George Hudson advised that any initial public meeting should begin with a general discussion describing what “trail and pathways are from a national perspective.”

Another suggestion offered in the Pony Creek Greenway Concept Plan, which was developed in cooperation with the National Park Service, is to have advisory committee members host a series of workstations. Each workstation provided participants an opportunity to provide comments on identified planning issues.

Other recommendations from interviews and outreach strategies for organizing public meetings were:

- Host all meetings on “local turf”; local schools and libraries work well
- Arrange seating in circle formation and avoid auditorium setting
- Display photos and maps of the area and properties on the wall for people to look at before and after event speakers and small work group session
- Divide attendees into smaller groups and have them report back to larger audience
- Have good facilitators on hand to manage opposition groups and conflicts that may arise in both small and large group settings
- Allow people to express negative feelings about the project
- Use slideshow to show character of the land, local landmarks and potential trail corridors
- Provide information about the regulatory environment for the Stafford Basin, including local and state zoning, planning goals, and ordinances
- Make certain there are resident-supporters at all public meetings
- Conduct meetings in locations fully accessible to all modes of transportation and people with disabilities

Recruiting Advocates

Several of our experts recommended that the Advisory Committee characterize and target residents who live along proposed trail segments as key constituencies for community outreach and trail planning. To reach these residents and others in nearby communities, interviewees suggested that Three Rivers host a Stafford Basin website and a quarterly newsletter to promote and provide updates on the project. Opening the Advisory Committee meetings to the public was suggested many times as was creating a “Friends of Stafford Basin” group to assist with trail stewardship and financial support.

Some interviewees acknowledged that recruiting a political champion would be helpful to the overall project but not crucial when implementing the initial stages of community outreach. When the Advisory Committee decides it needs that political support, it should target someone with a personal stake and interest in the project and who is personally acquainted with community leaders.

While people recognized the strength of having a nonprofit lead the project, they also emphasized the importance of securing “strong backing from local jurisdictions”. This would provide routes through public setbacks or right-of-ways as feasible alternatives to pathways on private lands. Although securing government support for the project is typically a lengthy process, jurisdictional endorsement is essential before getting into site specific issues, such as trail routing and design. According to Glenn Lamb, George Hudson, and Patti Freeman, acquiring jurisdictional support early on can also facilitate adoption of trail project into local park plans and budget proposals, capital facilities plans.

Fieldwork

George Hudson and Laura Miller recommended that the outreach strategy for Stafford Basin Pathways and Trails Project incorporate fieldwork needed to assess community need and facilitate trail planning. This fieldwork should include a constraints and opportunities analysis, demographic assessment, inventory of other trails in the area, and an existing conditions assessment. In order to ground planning firmly in reality with this type of fieldwork, the Guide to Community Visioning identifies the need for a trend analysis (APA 1993). These findings — also referred to as “pinch points” by a couple expert interviewees— should be reported back to the public via meetings and/ or mailings, as appropriate.

Many people suggested linking the trail project into regional trail and greenspace needs, to create more funding opportunities and bring in more supporters and advocates. To make those regional connections, Bob Acker, member of the 40-Mile Loop Trail Group, recommended that the Three Rivers staff or Advisory Committee members approach other trail organizations to solicit their support and connect trails and park plans.

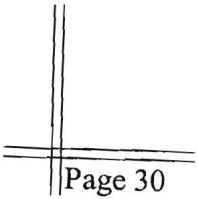
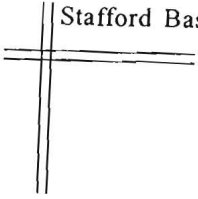
Pitfalls

The planning and public outreach experts and documents identified several “pitfalls” involved in park and trail planning, warning that some were avoidable and some were not.

- Do not present trail alignment to the public without first consulting with local residents and community leaders.
- Remember, “the biggest mistake you can make with public involvement is to tell the public that they need a trail. Instead, ask residents how they would use a trail if it were a possibility. Ask them how they might use the open space in any manner,” warns Bob Acker from the 40-Mile-Loop Trail Group.
- Provide many opportunities for public input. If you do not effectively get the word out, you may not get full representation of the community.
- Never begin any planning or outreach activity prematurely. For example, do not push the process forward until you have all the jurisdictional buy-in.
- Do not appear to have already made a decision regarding the trail project when organizing or presenting at a public meeting or community gathering.
- Expect strident opponents. Every trail project has one — they can’t be avoided.

View of Tualatin Basin from Derby Easement





Community Outreach Strategy

This strategy proposes involvement of as broad a community perspective as possible in the development and implementation of the Stafford Basin Pathways and Trails Project. This strategy recognizes that the development of the pathways and trails system will take place over many years. It also recognizes that certain outreach tasks and activities will be useful in accomplishing more than one goal of community outreach and trail planning. Therefore, this strategy recommends that some tasks and activities be repeated during various phases of the project. The scope of this strategy extends from measuring community interest and need to involving the public in evaluating the constructed trail system. This strategy lists a variety of options and is intended for adaptation by the Advisory Committee. Not all of the individual steps in this strategy will be implemented. Three Rivers and the Stafford Basin Pathways and Trails Advisory Committee will determine which steps should be implemented to ensure that every goal identified in this process is achieved.

The success of the pathways and trails project will depend on the efforts of volunteers, local jurisdictions, residents and private landowners. Bringing all of these groups together to develop and advance a common vision is essential. This theme runs throughout this strategy. One of the primary responsibilities of the Advisory Committee has been to create and refine a vision statement that encompasses all of the interests and needs of the surrounding communities and landowners and the realities and potentialities of the Stafford Basin. This vision will become more than an eloquent statement describing what the pathways and trails system will someday be. It will create conceptual image in the hearts and minds of stakeholders with different backgrounds, perspectives and interests. This vision will help produce a concept plan, which will guide the trail system in an appropriate direction. It will help ensure that present and future planning and implementation are consistently focused on the long-term vision for a Stafford Basin Pathways and Trail System. The public outreach process will help to refine project priorities for planning and implementation. The first phase of the strategy's implementation will inform the development of a concept plan for the Stafford Basin Pathways and Trails System. This concept plan is proposed for completion in the fall of 2001. Remaining implementation will take place over many years of the pathway and trail system's development.

The following strategy is divided into eight goals. These goals were drawn from the advice provided in expert interviews and other planning and outreach documents. The list of steps are specific to the needs and capacity of the Advisory Committee.

Community Outreach Goals

- **Goal I:** To expand the base of support for the project to help organize the implementation of community outreach for the project
- **Goal II:** To measure community need and interest and to promote the proposal to create a Stafford Basin Pathways and Trail System
- **Goal III:** To facilitate information exchange and visioning between the community, the Advisory Committee and Three Rivers Land Conservancy throughout the lifetime of the project
- **Goal IV:** To build and maintain long-term jurisdictional and political support for the pathways and trails project
- **Goal V:** To solicit financial support for pathways and trails planning, design, construction, maintenance and interpretation
- **Goal VI:** To encourage public stewardship of trail system including construction, maintenance and Interpretation
- **Goal VII:** To encourage use of the pathways and trails system by all types of recreational users
- **Goal VIII:** To create a system for monitoring and evaluating the community outreach strategy, how it is used, and what impact it has on the public



**List of Key Steps Involved in Implementation of
Community Outreach Strategy
(Arranged alphabetically)**



Trail at Sunny Slope

Steps	Goal
Address All Populations	6, 8, 3
Attend GTAC Meetings	4
Brochure	2, 7
Community Meetings	3, 4, 7
Demonstration Project	6
Display Tables	2
Existing Community Groups	2, 4, 7
Existing Conditions	3
Feedback	8
Fundraising	1, 5, 8
Letters of Support	4, 5
Newsletter	2, 7
Outreach Subcommittee	1
Point of Entry	7
Presentation to Agency Staff	4
Press	2
Signage	7
Stewardship Group	5, 6
Survey	2, 4, 8
Trail Interpretation	3, 6, 7
Trail Walk	3
Vision Statement	3
Web Page	2, 7
Yearly Event	7

Goal I:

To expand the base of support for the project to help organize the implementation of community outreach for the project

The first step in implementing an outreach strategy is to mobilize all of the necessary resources to do so. In the case of the Stafford Basin Pathways and Trails Project, this meant acquiring funding and support from key organizations, putting together an advisory committee, creating a compelling vision statement, and organizing an outreach sub-committee to guide implementation. While maintaining an active and motivated advisory committee is a dynamic enterprise, much of the work behind this first step is complete.

Key Steps for Goal I

Form an Advisory Committee

In February 2001, Three Rivers Land Conservancy established the Advisory Committee for the Stafford Basin Pathways & Trails Plan. The purpose of the Advisory Committee is to provide advice and recommendations to Three Rivers Land Conservancy regarding the planning and implementation of a network of pathways and trails in the Stafford Basin. The Advisory Committee will play a critical role in keeping their constituencies informed about trail planning as well as implementing the outreach strategy as a whole. (For more information on the Advisory Committee see page 9).

Apply for Grant Support

To initiate planning and community outreach for the project, Three Rivers applied for and received two grants last year (2000). Information on these particular grants can be located on page 8 of this document. Applying for grants will be one of the many ongoing tasks as this project moves into further stages of the pathways and trails project.

Outreach Subcommittee

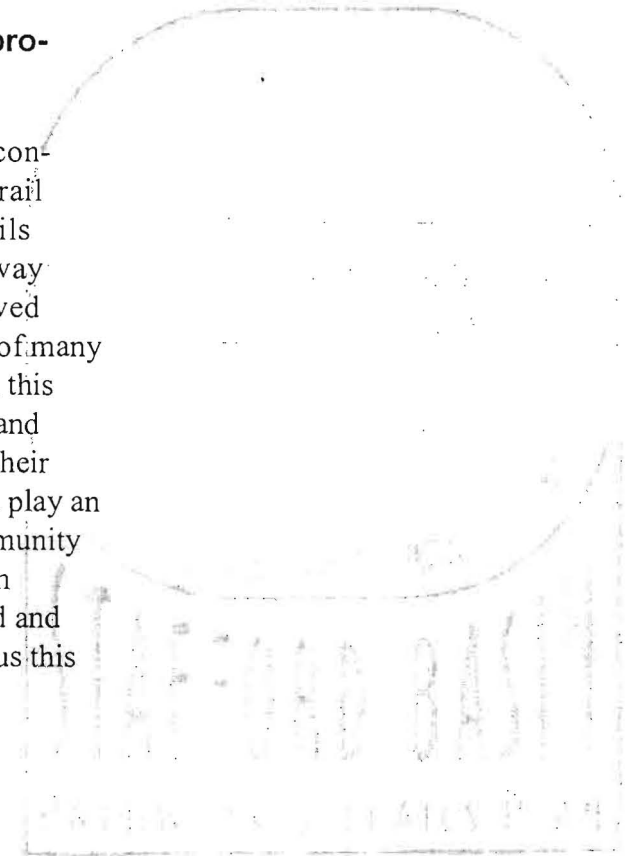
In May 2001, the Advisory Committee formed the Outreach Subcommittee to advise the full Committee on the development and implementation of this outreach strategy. Together with the Three Rivers, the Subcommittee will guide the implementation of this outreach strategy. The Subcommittee will select key elements of this strategy at appropriate points in the development

of the pathways and trails system. The Subcommittee will enlist the Advisory Committee as a whole to complete many of the outreach tasks described in this strategy. The subcommittee should work to ensure lasting relationships between the public, the Advisory Committee, and Three Rivers.

Goal II:

To measure community need and interest and to promote the proposal to create a Stafford Basin Pathways and Trail system

In 2000, the Board of Three Rivers Land Conservancy developed a proposal for connecting recently acquired properties in the Stafford Basin with a pathways and trail system. Three Rivers and the newly organized Stafford Basin Pathways and Trails Advisory Committee believes that there is general support for a trails and pathway system in the Basin; however, they cannot document or demonstrate this perceived support in any recorded, visual or written form. Following the strong recommendations of many trail planners and public outreach experts, the PSU team felt that an essential first step in this outreach process was to develop methods for measuring and recording community need and interest. Specifically, the PSU team surveyed and documented residents' feelings about their community and the basin. Once the survey information is compiled and analyzed, it will play an important role in other phases and tasks of community outreach and trail planning. Community need and interest will be measured through a variety of techniques which will also inform residents about the project and promote it. Measuring and documenting community need and interest goes hand in hand with informing residents about the existence of the project, thus this goal simultaneously addresses two essential functions.



Key Steps for Goal II

Surveying Door-to-Door

The PSU team conducted door-to-door surveys with over 65 Stafford Basin residents in May 2001. The purpose of this survey was to gather preliminary data from a representative sampling of the Basin area population. It facilitated one-on-one contact and produced a qualitative as well as quantitative assessment of residents' needs and interests. Survey questions focused on how residents use the outdoors, existing parks, and pathways and trails in their community (See survey instrument in Appendix C).

Survey Mailer

The Stafford Basin Pathways and Trail Proposal brochure and survey was sent to more than 5,000 Stafford Basin area residents in May 2001. PSU team, on behalf of Three Rivers, was not able to include a pre-paid return envelope with the mailing due to funding restrictions. Despite this setback, there was approximately a 6% response rate. Once the survey information is compiled and analyzed, it can be used when applying for grants, lobbying elected officials, soliciting private donors and landowners, pitching media coverage, and planning for trail use and design. As well, the Advisory Committee can use it as a visual representation of community demand for the pathways and trails system when meeting with local representatives.

Informational Brochure

The 5000-piece mailer included a brochure describing the project and inviting the public to a trail walk on June 16, 2001 and kick-off meeting on June 23, 2001. This brochure will be updated throughout the planning process. It will serve as the primary method for updating the public about the pathways and trails project (See informational brochure in Appendix D).

Tapping into Existing Community Groups

Advisory Committee members and associated parties will make announcements and/or short presentations at pre-scheduled community meetings in the Basin area and surrounding neighborhoods. This will provide neighbor-to-neighbor contact and provide residents the opportunity to ask questions and/or become involved with the Stafford Basin Pathways and Trails Project and the Advisory Committee. The Advisory Committee will schedule presentations and announcements with groups that advocate on behalf of local businesses, outdoor enthusiasts, wildlife enthusiasts, bicyclists, youths, neighborhoods, senior centers, any other community groups potentially interested in trails, parks and greenspaces. These opportunities will also be used to announce and encourage participation in public meetings and trail walks.

Contacting Press Organizations

The Advisory Committee should develop a contact list for local media organizations that would be interested in the project. Having an accessible media list will make it easier to announce trail walks, community meetings and updates about the project.

Web Page

Develop a Stafford Basin Pathways and Trail Project web page on Three Rivers web site. This link could provide a variety of interesting and useful information including: background regarding the project and Advisory Committee, digital map of the Stafford Basin, fun facts about the area and community, digital photographs of acquired properties and trail right-of-ways, virtual tours of the proposed trail system and project updates. The web page should also have a system for receiving feedback from the community via email or web page. E-mail comments will serve as a way of answering informational questions and gaining feedback. Once this web page is established, the website address should be posted on all project materials and announcements and linked to the web pages for organizations and jurisdictions represented on the Advisory Committee.

Newsletter

Use the Three River's Newsletter to post information about the project. The trail project can be the theme of key newsletter issues, which can be printed for distribution beyond the newsletter mailing list. Newsletters can be sent to those who have expressed interest in the project and placed at key locations such as at local schools and libraries.

Host Display-Information Tables

Information tables are wonderful for facilitating communication with the public. In addition to general information and invitations to upcoming events, table facilitators can collect comment cards and survey information to gauge community need and interest. This display should include colorful graphics and text explaining the project and be easily adaptable to future project developments. This display should be designed to be self-explanatory so it can be left unattended at key locations when not being hosted. The Farmers Market in Millennium Park, local high schools, libraries and community festivals are opportunities to host display-information tables. This could include the Lake Oswego Festival of the Arts, West Linn Old Fashion Fair, the Tualatin Crawfish Festival, and the Clackamas County Fair and Rodeo.

Goal III:

To facilitate information exchange and visioning between the community, the Advisory Committee and Three Rivers Land Conservancy throughout the lifetime of the project

This goal will create a concept or vision of the trail that will guide development of the pathways and trails system many years into the future. This vision will keep the development of the trail system on course and provide the impetus to overcome obstacles stemming from the serious development pressures and conflicts within the area. Your inclusion of the public in planning and alignment will result in a stronger project and guarantee community support.

Key Steps for Goal III

Vision Statement

Every journey has a destination. The purpose of the vision statement is to visualize what the future pathways and trails system will look like, providing the Three Rivers Land Conservancy and the Advisory Committee with an inspiring glimpse of what the project will someday be. It is a living statement that may change with input from new committee members and the public. It attempts to present a concise, yet comprehensive picture of the desired pathways and trail system. It should remain flexible and open for input.

Mapping Existing Conditions

This will be an opportunity for the public to inform the process with their personal knowledge of the land. For example, they might provide locations of special community gathering places, wildlife habitats, informal trails or view points.

Trail Walks

Trail Walks can take several forms and fulfill several purposes. One purpose is to provide neighbor-to-neighbor contact and to introduce the public to the proposed area for trail development. With the help of knowledgeable facilitators who share an enthusiasm for and knowledge of the area, a trail walk enables participants to make first-hand observations of opportunities and barriers in building a trail system. These walks create an informal way of interacting with the public and may draw individuals who would not come to a more formal meeting. (More on trail walk planning and implementation on page 52)

Later trail walks or field trips will focus less on the general problems of the Basin and more on specific issues about potential pathway or trail alignments. They should be organized with the Advisory Committee and/or interested residents to visit and walk other trails and paths in the Portland metropolitan area. Trail leaders can provide disposable cameras to a number of participants in order to record pathway and trail elements that group members feel should be emulated or avoided. Tryon Creek State Park might serve as a model for the Stafford Basin project. The Tryon Creek staff are receptive to hosting trail walks at this site. Pathways and trails used specifically for transportation purposes should be visited as well.

Host Stafford Basin Pathways and Trails Kick-Off Community Workshop

The upcoming kick-off community workshop is a cornerstone of this goal. The purpose of the first community workshop is to bring stakeholders and interested members of the community together. This is an opportunity for participants to continue gathering information and sharing respective visions for the Stafford Basin Pathways and Trails project (More on planning a workshop, see page 54).

A subsequent community workshop will be held later this summer to continue the information exchange and visioning. The purpose of this workshop is to report back to the community what was heard at the first event in order for the public to validate the information gathered. Secondly, the public will be asked review the areas of importance in the Stafford Basin in regards to the cultural, natural resources, and transportation context. Participants will be asked to rank the important areas within each category. This approach allows the public to identify significant areas of importance and concern that can be addressed through the proposed pathways and trail project. For example, a trail linked to a culturally significant area or a scenic view valued by the community may be used more often. Another example might be a pathway that offers an alternative route to a busy street with limited pedestrian access. This will facilitate the development of the Concept Plan.

Additional Community Workshops should discuss new trail alignments, trail amenities, use, and interpretation. Overall interpretive themes will most likely be determined by the missions of Three Rivers and the project as well as the and advisory committee, but public input on key interpretive features should be gathered.

Goal IV:

To build and maintain long-term jurisdictional and political support for pathways and trails project

Although a non-governmental organization and a citizen advisory committee are spearheading this pathways and trail project, its success will depend on the financial, legal and political support of all five jurisdictions. Some of the connections between key open spaces will require access across existing right-of-ways, particularly if private landowners are unable or unwilling to donate or sell easements across their lands. For this reason, having representatives from each of the five jurisdictions informed, involved and invested in the project's overall success is key to securing short- and long-term jurisdictional support. That support may be in the form of setbacks (public space

dedicated to road expansion) on existing roads, inclusion in local park plans and capital facilities budgets, and/or financial support to acquire easements and additional properties.

Many of the planning experts that the PSU team interviewed believed that an outreach strategy for the Stafford Basin should include the recruitment of a political champion. This champion may be an elected official at the state or local level, a formerly elected representative, or a well-respected community leader. This person should also be someone with a personal interest and stake in the trail project and acquainted with community leaders-- as recommended by Becky Kessler of Friends of Trees.

As the area is under intense public scrutiny, it may be difficult to persuade jurisdictions and private donors to support additional open space acquisition and trail development in an area with an uncertain future. A political champion can help the Advisory Committee and Three Rivers lobby local jurisdictions for government assistance, whether it be financial support, adoption of a trail project in local plans and budgets, or setbacks along existing right-of-ways. A local elected representative can also:

- Serve as a keynote speaker at community gatherings
- Endorse the project in media events and stories; arrange meetings with key community and jurisdictional leaders
- Provide letters of support for funding requests to private foundations and public agencies.

Key Steps for Goal IV

Present to Jurisdictional Staff

Recruiting jurisdictional staff and locally elected officials from each of the five jurisdictions to be members of the Advisory Committee is a key step supporting this goal. According to George Hudson, former planner for the Springwater Corridor along Johnson Creek, the option to route pathways through public right-of-ways is important in providing feasible alternatives to pathways on private lands. Securing commitments and support from local jurisdictions provides this flexibility in laying out trail alignments. This will be critical to ease tensions and avoid conflicts with anxious landowners. Having staff from each of the jurisdictions involved in the early planning stages will help ensure their long and short-term investment.

Attend Metro Greenspace Technical Advisory Meetings

A member of the Advisory Committee should regularly attend Metro's Greenspaces Technical Advisory Committee (GTAC) meetings. Participation in this process will help GTAC members become more familiar with the Stafford Basin and the pathways and trail project. This interaction will also encourage GTAC members' appreciation for the regional significance and connections of this proposed trail system. In particular, the Tualatin River trails system, Willamette Park in West Linn, and Tryon Creek State Park has no physical link to one another at this time. At the same time, Advisory Committee members will become acquainted with individual GTAC members, their goals and priorities for open space and trails, and Metro's funding and acquisition process.

Presentation of Survey Results

Presenting survey results in local newspapers and promotional literature developed by the Advisory Committee and Three Rivers can be used to demonstrate community needs and interest. The Advisory Committee should use newspaper stories, announcements and promotional literature to recruit additional community support and volunteers to leverage jurisdictional assistance, both technical and financial.

Existing Community Meetings

This will encourage neighborhood and community buy-in for the project, which is essential in securing jurisdictional support. Locally elected officials and agency representatives need to hear endorsements from residents and community leaders to justify committing city staff or funding to a local project (See Goal II).

Letters of Support

Soliciting general letters of support from community groups and organizations that have a related interest in the Stafford Basin area or trail projects serves a key function in supporting this goal. According to Don Cannard from Chinook Trail Association, requesting these letters from various community groups, creates a reason for making initial contact with these groups and for introducing the project to community leaders. Once these letters have been submitted, they can be used for a variety of support-building objectives (For a list of community groups, see Appendix B).

Goal V:

To solicit financial support for pathways and trails planning, design, construction, maintenance and interpretation

To begin trail planning and community outreach, Three Rivers submitted and received two grant awards in the year 2000. As of May 2001, Three Rivers has acquired two right-of-way easements to develop a trail segment connecting two of the five acquired properties, Luscher Farm and Cook's Butte. Private landowners donated these easements, and these segments will more than likely serve as part of a proposed trail demonstration project. The following steps will facilitate future private donations, fundraising and investment by local jurisdictions in the Stafford Basin Pathways and Trail Project.

Key Steps for Goal V

Develop a Stewardship Group

Several of the park planners and advocacy representatives suggested the creation of a "friends" group to advocate and facilitate fundraising campaigns for the project in collaboration with Three Rivers. Members of the Advisory Committee should initiate the formation of this advocacy group to represent future and potential Pathways and Trails users.

Lobby Locally Elected Officials

A delegation of two to three members of the Advisory Committee should lobby locally elected officials who live in the Stafford Basin or in one of the neighboring jurisdictions and have a personal interest in trails and greenspaces. This should be done after community need, interest, and initial support have been established and can be clearly demonstrated.

Soliciting Individuals, Foundations and Government Grant Programs

Continue to identify private individuals, landowners, and foundations, along with local, state and federal government grant programs that support greenspace preservation and trail-building projects in the Portland metropolitan area. Have one member of the Advisory Committee and the Executive Director for Three Rivers schedule visits and presentations with potential donors.

Goal VI:

To encourage public stewardship of trail system including construction, maintenance, and interpretation

The Advisory Committee identified public stewardship of the trail as a key component in its Vision Statement. Adopt-a-trail programs in Portland and elsewhere can be drawn upon as models for developing a strong base of volunteer support for the trail. In addition to this ongoing support, restoration and demonstration projects can draw many volunteers. Community investment in the system can strengthen its vision. Similarly, these projects will create a working relationship between those in charge of planning and maintaining the trail. This relationship will reinforce the effectiveness of other components of this outreach strategy.

Key Steps for Goal VI

Demonstration Projects

The National Park Service has strongly advocated a demonstration project for this trail system. A demonstration project is an initial, small-scale project that is intended to build momentum. The Advisory Committee should begin coordinating demonstration projects early in the process to motivate volunteers and galvanize people around the idea that this is “their” trail system. Demonstration projects will generate excitement for the project. The Advisory Committee should invite families and community groups to take part in the demonstration project. The project should be easy to accomplish to build confidence about the pathways and trails system. Implementing periodic demonstrations is important in re-energizing the community around the project.

Trail Stewards and “Friends” Groups

Suggesting a trail steward group under this goal is to emphasize their importance for building public support for all phases of this project (For more details, see description under Goal V).

Enlist Scouts and Other Youth Service Organizations

Working with Scouts is a dependable method for building trails. For example, Eagle Scouts are required to coordinate labor, get materials donated, etc. to complete their service project. This offers a great volunteer opportunity to involve youth. Because Three Rivers is a nonprofit organization community involvement will be more attractive to the public. Scout troops and other youth service organizations may be willing to adopt trail sections and maintain them.

Goal VII:

To encourage use of the pathways and trails system by all types of users

The success of the Stafford Basin Pathways and Trails System will depend on the way and how often people use it. Even before any additional construction is completed, access and trails on existing parcels should be advertised.

Key Steps for Goal VII

Signage: Directional and Interpretive

Create effective signage and a volunteer trail-guide program. Effective directional signs are critical in guiding trail users and should take the highest priority. Interpretive signage along the pathways and trails will help promote the system. They should focus on key natural and cultural elements in the Basin will also engage the public. Their importance should not be underestimated. Three Rivers and the Advisory Committee may determine major interpretive themes for signage.

Trail Guides

To develop a set of volunteer trail guides within the Basin, Tryon Creek interpreters may partner with Advisory Committee members and Three Rivers Staff to develop volunteer training programs. These volunteers will become spokespeople for the system. Having regularly scheduled opportunities for residents to be involved in guided walks can address several other components of this outreach strategy and will encourage individuals to use different trail segments.

Creating a Point of Entry

Create a point of entry to the pathways and trails system such as a centrally located kiosk. It could serve to provide information on the system and encourage trail use. This might be an existing visitor's center that could dedicate space to publicize the system. In addition to one main point of entry, destination points connected by the system might be stocked with brochures and comment cards.

Existing Brochures

Ensure that pathways and trails are presented in brochures sponsored by local jurisdictions and chambers of commerce. Having the trail designated as a regionally significant trail on Metro's greenspace, parks and trails maps will also encourage public use.

Local Organizations

As pathways and trails are constructed, continue to encourage local hiking clubs to advertise their activities beyond their own membership.

Yearly Trail Event

In addition to piggybacking on existing events, it can be useful to host an annual trail event. This event might serve as a fundraising event. Luscher Farm might serve as an ideal location for such an event once it has public facilities. This event could take the form of a native plant sale in cooperation with local nurseries or a special picnic for the community.

Local Events

Continuing feedback can be collected and information given by continuing to host informational tables local festivals and community events. New or under-used segments of the trail can be promoted.

Web-site, Brochure, and Newsletter

The pathways and trails brochure should continually be updated to provide a fresh look at the project, highlighting new developments. The newsletter should gradually shift its focus to encourage trail-use through special interest articles.

Goal VIII:

To create a system for monitoring and evaluating the community outreach strategy, how it is used and what impact it has on the public

Monitoring and evaluation are essential steps in the community outreach process. With the time constraints on developing this strategy, the Advisory Committee may not have fully explored certain outreach opportunities, increasing the need for reflection. It is necessary to continue integrating community outreach as the project evolves. The pathways and trails system may not be fully developed for many years. The success of the system is difficult to define and measure. Stakeholders on the Advisory Committee and in the community have different goals and perspectives. Therefore, the Advisory Committee and other vested stakeholders should take sufficient time to reflect on:

- How effectively outreach is addressing the goals outlined in this document;
- How the outreach strategy is being utilized by the decision-makers, and;
- If the desired impact of the outreach conducted has engaged the targeted public

(For further methods of evaluation and monitoring, see page 58)

Key Steps for Goal VIII

Continue Collecting Relevant Data about the Community

Throughout the remainder of the planning process, it will be important to regularly update data for the Stafford Basin area including traffic reports, demographic information, growth projections, changing demand for a pathways and trails system, and land-owner updates. This is key to the outreach strategy because it solicits local expertise, gives participants a deeper stake and responsibility in the process, and enables the outreach coordinators to process new information for other public entities.

Comment Cards

To facilitate ongoing feedback from the public, the Advisory Committee and Three Rivers should provide comment cards at the Three Rivers office, trailheads, community meeting facilities, and the future visitor's center.

Identify Alternative Ways to Solicit Feedback

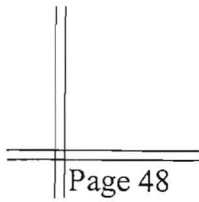
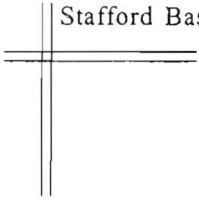
Enlist local trail planners and interpreters to identify alternative ways to solicit feedback from public meetings, workshops, and activities. Trail interpreters for Tryon Creek State Park and the Springwater Corridor may be especially helpful in this regard. Identifying alternative ways to engage the public could take several forms. Alternatives can be identified through research analysis and experiments, brainstorming activities, writing scenarios and troubleshooting.

Solicit Regular Feedback from Advisory Committee

The Advisory Committee is the backbone of both the implementation process and outreach efforts. It will be important to encourage ongoing feedback and reflection sessions from members and other stakeholders to adapt the shared vision, existing goals and objectives of the project.

Conclusion

This community outreach strategy was developed for use throughout the entire pathways and trails planning and development project. There are key steps within each goal that offer suggestions on how to implement outreach at anticipated project phases, as well as the importance of these steps for the overall outreach strategy. These goals and key steps were developed with the understanding that they may be altered in time to reflex changes in the Stafford Basin and future populations-. Please refer to sections throughout this booklet for further advice and explanation, as well as the reference section, which is available in Appendix A.



Preliminary Implementation

This section presents a 'how to' guide for some of the activities mentioned in the Outreach Strategy. Because most of the members of the Advisory Committee do not have extensive experience with public outreach, this section clearly describes the steps needed to implement outreach activities. The activities mentioned are the ones most likely to be used by the Advisory committee in the early stages of implementation: surveying, trail hikes, and public meetings. Some of these items have either already been completed, or are about to be completed. Implementation later in the process should be modeled on this preliminary work. Each section is divided into three parts: purpose, steps, and how to use the results. The purpose section includes justification for performing the activity. The steps section logically outlines actions necessary for implementation. The how to section lets the reader know how to use the information gather through implementation of the step. We include these sections in the order of implementation, beginning with surveying. Implementation tools are available in Appendix C.

Imagine ...

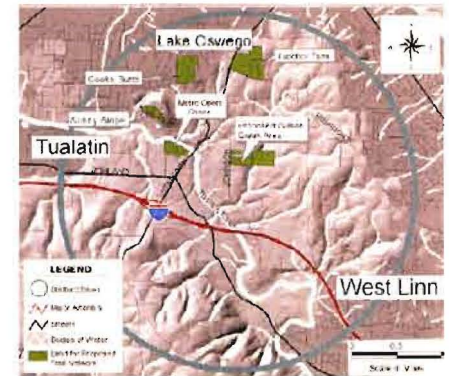
In the not too distant future, it's a sunny Saturday morning in the Stafford Basin. The kids want to do something fun on this beautiful day, and a family hike or bike ride is the perfect adventure.

Thanks to the vision and teamwork of you and your neighbors a new path and trail system can take you to visit friends living a mile or two away perhaps to see some Lueder Farm, down to the meandering Tualatin River or up to the heights of newly acquired Sunny Slope or Cooks Butte Park. Or connect to one of the existing trails in the bordering communities of Lake Oswego, West Linn, or Tualatin.

What if you could safely pedal through the Stafford Basin from West Linn to Lake Oswego? Or ride your bike to a Tualatin River canoe launching site or stop and view birds at the Bryant Woods Natural Area?



Sunny Slope, one of the five properties



Fantasy? The hard work of a dedicated team of citizens and *Three Rivers Land Conservancy* is beginning to meet to discuss this issue and we need your help.

Join hands with the community to make trails and paths in the North Stafford Basin connecting West Linn, Lake Oswego, Tualatin and west Clatsop County. Fill out the enclosed survey, attend one of our site tours, or come join us for a community planning event in June.



Three Rivers

Brochure sent with survey

Guide to Surveying

Purpose: Surveys are conducted to answer a variety of questions that can not be answered by any other research methods. The PSU team needed to know about the residents of Stafford Basin and determine whether they needed a pathways and trails system. We used alternative survey-type methods, as well as the more traditional surveys that were conducted door-to-door and mailed with a brochure on the project to find the answers we needed. Alternative survey-type methods that we used were: using previously gathered survey data from the US Census Bureau to answer demographic questions about the people of the Stafford Basin; using case studies on pathways and trails from personal interviews; and we observed the public use of acquired properties. As students of PSU, we were confined by human subjects requirements not to ask demographic and other personal questions, without a clear means of confidentiality. Our reliance on census data helped us avoid those difficult issues and refraining from asking such questions during our survey process. The combined observational data, census data and interview data as well as the door-to-door information defined who the people of the Stafford Basin are and how they use open space. The following section will offer some steps for of development of an appropriate survey tool during this ongoing project.

Steps:

Define the research question- Have a clear sense of the question that you want answered and conduct research on the topic to find whether the data is already available from other sources.

Select a survey mechanism- Know your population for the appropriate selection of a survey mechanism. For example, some communities are very responsive to mailer surveys, while others prefer more individual interaction through door-to-door surveys or through community meetings. From a sample of the population in the Stafford Basin, it appears that people are willing to discuss issues at their doorstep as well as mail back surveys without prepaid envelopes.

Develop the questionnaire-

- a. Determine the size of the sample. The factors to consider are time, cost, geography and level of accuracy. In the case of the Stafford Basin, the PSU Team had significant elevation changes while walking door-to-door and some properties were located at considerable distances from the other. Therefore, the geography of the area hampered our ability to survey a larger amount of the population. However, our sample size was adequate for the question that we needed to answer.
- b. Less is more. There are studies that show that the longer the survey— the lower the response rate, so keep the survey simple and concise. Also, keep the questions brief and avoid using loaded jargon. For ease of data entry, choose more close-ended questions than open-ended. Close ended, means that you should offer multiple-choice lists. To avoid writing an exhaustive list of possible choices, offer them an “other” category. Finally, make the questions interesting for the respondent.

Conduct a pilot study- After developing the survey, ask your staff to take the survey as well as asking subject-area experts to review it. It is also useful to randomly survey a small group of the public and analyze their responses. These pilot study methods allow for making changes prior to a full submittal of the survey, which could result in numerous data entry problems later on. The PSU team used all of the above methods and still had some minor data inconsistencies that evolved after the mailer was returned.

Analyze the data- During the pilot study a precoding program for data entry should have been created. There are many programs for coding surveys; the most common are Microsoft Excel and Access. The Stafford Basin survey was coded using Excel. While coding a survey, look for inconsistencies and survey bias.

How to Use the Results: A summary of the results should be printed in the Three Rivers newsletter and can be used as supporting data for grant applications. The data should be presented with an explanation of the methodology and reveal any biases to the public. Reporting the data in an unbiased fashion will build trust between the public and the agency. Additionally, if unfavorable results are compiled, use the data as a tool for evaluation and improvement of program design. If favorable results are gathered, then consider the data as validation of program components.

Guide to Planning a Trail Walk

Purpose-

There are several reasons for including a trail walk program into the outreach strategy efforts of the Stafford Basin Pathways and Trails project. First, by designing a trail walk with a facilitator, the public is given an opportunity for a physical experience in the natural setting of the proposed trail area. By having this contact with the environment, people may better visualize, interpret, and experience the concept of trail planning and the benefits of creating a pathways and trails system. Second, this is an opportunity to provide participants with a dynamic presentation of the area amenities, background, and regional significance of connecting trails and pathways in the Stafford Basin. It also provides participants with an opportunity to ask questions, engage in dialog, and make comment/suggestions about their vision for the pathways and trails project. In order to accomplish these desired outcomes important to the community outreach process several steps and decisions should be made in planning the event(s).

Steps-

Choose a Route- choosing a route for the trail walk needs to take into consideration a few issues;

Suggestions:

- A 'looped' route is most beneficial to avoid back-tracking over the same terrain and to enable arrival and departure from a central location
- The walk should take into consideration ample parking needs
- The walk should take no longer than 2 hours from the introduction to receiving final comments.
- The walk needs to be conducive to people's varying physical limitations and the length of time it takes to make a round trip. Steep hills, narrow paths, and obstacles should be kept to a minimum
- Choose a route that uniquely identifies the region. For example, viewpoints of key visual amenities in the Basin will showcase the importance of the open space in the area

Choose a Date- When choosing a time of year consider weather constraints and conflicting community events

Suggestions:

- Try to avoid the rainy season when planning the trail walk
- Be informed of concurring community events that may influence participation numbers

The Trail Walk Facilitator- based on correspondence with the Advisory Committee, there should be ample opportunity to tap into the existing expertise and personal experience of these members to act as facilitators at a trail walk. The most inviting aspect of the trail walk will probably be the interaction between participants and the trail walk facilitator's character, enthusiasm and personal experience in the area. At the same time, other elements of the project will be beneficial to include educating participants and stimulating more useful feedback;

- Introduction to the Project
- Historical Overview
- Regional Context and Possible Connection to Existing Trails
- Introduce Names of Sponsors and Advisory Committee Members
- Include Physical Points Along Trail to Focus Attention Thematically (e.g. Use a vantage point of the Basin to point out specific amenities within view)
- Give Participants Ample Opportunity to fill Out the Survey, Ask Questions...
- Solicit 3-4 Questions to Invite Further Quantitative Input

How to Use Results-

Overall, plan trail walks appropriate to the phase of development for the trail walk. For example, the first trail walk may emphasize an introduction to the area, issues surrounding the region, what a pathways and trails implementation might entail and other such relevant information to familiarize participants and foster buy-in and benefit of such a system in their community. In later phases of trail implementation and outreach efforts, later trail walks may emphasize potential trail alignments, showcase materials used, the design components to take into consideration, and the level of stewardship needed to maintain such a system.

- Have a note taker attend the trail walk who records participant comments, concerns, etc. along walk route while the facilitator concentrates on maintaining relationships with participants
- Recorded comments and suggestions should be seriously considered and a mechanism for reporting back to the community regarding these finding and suggestions is strongly encouraged

Preliminary Trail Hike on Cooks Butte



Guide to Planning a Community Workshop

Purpose:

The meeting format is designed to solicit feedback from participants on the community, natural resources, and transportation elements of the Stafford Basin in the existing conditions phase of the process. Participants will be provided an opportunity to discuss issues in the Basin through small group discussions. The reason small group discussions were chosen over a large group discussion was to encourage those individuals who may not typically speak up by providing a more intimate conversation. Another positive component of the small group discussions is that it often eliminates the possibility of a few negative individuals from controlling a large discussion and determining the successful outcome of the workshop. This workshop model was derived from the Pleasant Valley Concept Plan Community Forums because of the similar landscape and controversies.

The workshop will begin with a 30-minute open house that allowed participants to review updated maps on land use, transportation and natural resources. Jurisdictional and interest group representatives will be available for comments and questions at each topic area as part of the open house. Light refreshments will be served.

The open house will be followed by a three-part general presentation session. The first part of the presentation will be an introduction of the Three Rivers Land Conservancy and the Stafford Basin Pathways & Trails project by Jayne Cronlund, Executive Director. This is the main focus of the presentation. The second part of the presentation will involve Dennis Derby, a local developer, who will discuss his support for the pathways and trails and his contribution of an easement connecting Cooks Butte and Luscher Farm. Debbie Craig, a member of the Advisory Committee will conclude the speakers with a general overview of the Advisory Committee formation, planning, and accomplishments.

After the general presentation session, participants will form small groups that are organized to discuss community, natural resources, and transportation elements. The small group session will be prepared to handle fifteen small groups that are staffed by one facilitator and one recorder. Participants will be asked questions pertaining to the two topics assigned to each table (e.g., community, natural resources or transportation). Participants also will comment on and help refine the Stafford Basin Pathways & Trail map.

The small group sessions will be followed by an open discussion. Jayne Cronlund will wrap up the workshop and discuss next steps of the process. A questionnaire asking participants to rate the Community Workshop and the draft vision statement will be handed out for public comment.

Steps: Logistics of Workshop

Who will participate -

This expected participation relate to what parties have shown interest is the project, the 65 households that were polled, the 150 surveys that were mailed back to Three Rivers, and advice from the Advisory Committee.

Property Owners/Residents

- Interested Parties - this includes neighborhood associations, interest groups, etc.
- Local jurisdictional representatives
- Advisory Committee
- Three Rivers Land Conservancy and the PSU Team

Notification –

The following actions were completed to inform the public of the Community Workshop and Trail Walks:

- Direct mail of brochures/surveys to property owners, adjacent area and interested parties list
- Provided each Advisory Committee member with a supply of brochures/surveys
- Posting of brochures/surveys locally
- Press release announcing the Community Workshop and possible article

Expected Attendance –

This expected attendance relate to what parties have shown interest is the project, the 65 households that were polled, the 150 surveys that were mailed back to Three Rivers, and advice from the Advisory Committee.

- 50 to 150



Meeting Materials

Agenda Flexibility, Depending on the Number of Attendees -

The 9:00 – 10:00 portion of the agenda works for any number of participants.

The 10:00 – 11:00 portion of the agenda needs to be flexible because the structured small group format works for up to 120 participants. Above that number, the plan is to revise the small group format to be more informal. Rather than stay at one table and work as a group for 60 minutes, participants can work at any table or station for as long as they want. Comments will be recorded by both the table facilitators and can be captured on a Forum Questionnaire that people will receive when they arrive.

Estimated Number of Small Groups-

Eight participants at each table allow a capacity of up to 150 people at the small group tables. We will bring additional materials, so some tables can be shifted to meet what folks would like to talk about.

- Five tables for Community
- Five tables for Natural Resources
- Five tables for Transportation

Handouts -

The PSU Team will create and provide the following handouts:

Agenda

Facilitators-

A facilitator and a recorder will be at each table. All facilitators will attend a “training” session to prepare. This session is scheduled for Monday, June 4, 6:00 – 7:00 PM at Oswego Heritage House.

Overall Facilitator -

Jayne Cronlund, Executive Director of Three Rivers Land Conservancy will facilitate.

Coffee and Refreshments-

Three Rivers Land Conservancy and the Advisory Committee will provide tea, juice and light eats coffee.



Advisory Committee Meeting

Room Set Up-

A room set-up diagram will be prepared. About 6 people will be needed to set up either the afternoon before or early on June 23. In addition to the materials at the tables, five “stations” of information will be set up on the walls. These included community, natural resources, transportation, City of Lake Oswego Parks and Recreation, City of West Linn Parks and Recreation, Clackamas County, Lake Oswego Hiking Club, etc. – each organization will be responsible for their station.

Handouts –

The PSU Team will create and provide the following handouts:

Agenda

Survey

Project Schedule/Brochure

Draft Vision Statement

Advisory Committee Roster and other appropriate rosters

Map of the study area

Equipment and Miscellaneous-

Three Rivers, the Advisory Committee, and the PSU Team will organize the following materials:

- Sound system with remote microphones or long cables
- Team name tags
- Blank name tags for public
- Someone to sit at the Welcome table
- Making and posting of directional signs and a front door welcome sign

How to Use Results: A summary of participant comments from the Community Workshop will be included in the Three Rivers newsletter. This summary will also be presented at the subsequent workshop as a way for the public to monitor and evaluate the process. In both instances, feedback from the public will be solicited and revisions will be made to the data collected from the public. Feedback will be considered while writing the Concept Plan for the Pathways and Trails system.

Guide to Evaluation and Monitoring of Outreach Efforts

Purpose: As discussed Goal VI, evaluating and monitoring the community outreach process is crucial for identifying the success or failure of the community outreach strategy. This evaluation/reflection should recognize that the outreach must be able to respond to the changing needs of the Stafford community and the connecting jurisdictions. Any change in strategy needs to be dynamic to this project's unique structure, reviewed at least once a year, and adjusted to meet goals of the outreach component. Because it is difficult to foresee what issues may arise, the following are guiding questions to aid in the reflection process of the Stafford Basin Pathways and Trails Project.

Steps:

Compatibility and Use

- Given the type of outreach strategy for the area, is the Advisory Committee clear about the criteria they will use to assess its progress while being formulated and put into practice?
- Have these criteria been made explicit in the pathways and trails plan?
- Are problems specifically identified (or only implied)?
- Are the goals and phases of the outreach strategy explicitly identified?
- Is the tone of outreach commensurate with the planning approach recommended (e.g., comprehensive, incremental, advocacy, etc.)?
- If the pathways and trails plan is intended to be comprehensive, does it relate substantively to a larger whole (e.g., horizontal relation to other agencies and adjacent governing bodies, other park and trail plans)?
- Does the plan consider the regional or next higher level of government or context (e.g., vertical relation, county, regional, state)?
- Is there planning for procedural coordination with other outreach efforts in the area and other jurisdictions?
- Have alternative formulations and uses for the outreach strategy been considered, listed, or discussed?

Process Reflection

- How has the outreach strategy and other pertinent information been used in recommending policy or action for the Stafford Basin Pathways and Trails project?
- Who was involved in the community outreach plan formulation and is/are this/these source(s) reliable (e.g., staff from different agencies or departments, citizen groups, politicians)?
- How were implemented elements of the outreach strategy chosen (e.g., on the basis of expertise, time, interest, volunteering, or budgeting constraints) and were these choices made for the right reasons?
- How has the outreach strategy affected the Stafford Basin Pathways and Trails project (e.g., discussion groups, internal staff memos or papers, public meetings) and has this been useful to the process? The public?
- Was the Advisory Committee used appropriately (e.g. timewise, tapping into expertise and networking capabilities)?
- Were preliminary proposals and outreach efforts circulated for public comment?

The Scope

- Have all possible or pertinent issues been considered (e.g., physical, social, economic, political, psychological, cultural, or design)?
- Have issues of efficiency and equity and predictability been considered?
- Has the distribution of costs and benefits among different groups and interests been considered?
- Have relocation/displacement implications been considered?
- Have financial/fiscal implications been considered?
- Have the legal implications been considered?
- Has feasibility in the larger political context been considered?

Next Steps

- Has the implementation phase of the project included community outreach in the plan?
- Are there priorities for implementation and community outreach to be partners in the process?
- Is cost of implementation vs. nonimplementation considered in the context of community outreach efforts?
- Is there a time span for community outreach implementation into future phases of the project?
- Is there provision for scheduling and coordinating of outreach proposals and comment from community members?
- Can proposals accomplish their intended purpose if considered?
- Is the agency or person responsible for implementation of community outreach efforts identified?
- Can the Advisory Committee realistically be expected to implement the community outreach initiatives? Who else may be needed?

Community Outreach Approach, Data, and Methodology.

- Is the community outreach plan based on a wide spectrum of up-to-date data and information where feasible?
- Is the community outreach plan sufficiently flexible to permit new data and findings to be fed in and used?
- Are the data sources dependable?
- Are the levels of data collected or shared with the process relevant or meaningful to the outreach strategy and the Pathways and trails project?

Quality of Communication.

- Is the 'community' identified accurately (e.g., public at large, other professionals)?
- Are the ideas convincingly presented, given the nature of the audience?
- Are the rationales behind the decisions for the community outreach effectively presented?
- Are the proposals/recommendations/conclusions consistent with the goals?
- Are the criteria indicated by which the plan is intended to be judged?

The Outreach Strategy Document

- Is the cultural, historical, regional context of the Stafford Basin Pathways and Trails project explained clearly (e.g., meeting state mandates, public discussion and consideration, top priority issues)?
- Is the administrative authority for the project indicated i.e. is it clear who is involved in the process and what their function/responsibility is?
- Is it clear who the outreach strategy document is for (e.g., citizens, agency head, city council, and board)?
- Is the purpose of the outreach strategy adequately explained and does it make sense in the context of the Stafford Basin region (e.g., study, information, decision, action, conveyance of advice)?
- Is the type of plan and its scope reported early on, to alert the reader about what to expect? (e.g., the reader is alerted that this outreach strategy plan is highly quantitative and analytic; far ranging or narrow; specific, and technical.)
- Is an overview/summary provided (e.g., an "Executive Summary")?
- Is the source of funding for the plan shown (e.g., federal, state, local, private donor, agency)?
- Is the amount of time in preparation shown (total persons needed, weeks, a timeline etc.)?

How to Use Results-

Because outreach will be a part of the planning process over a period of many years, the strategy for outreach should evolve as the project evolves. What was right in the beginning of the process may not be right at that end. What was done at the beginning of the process may have been wrong altogether. By reflect on these questions and taking the time to answer them, the advisory committee will insure that their outreach strategy always provides a positive and useful experience for both the public and for the committee.

Conclusion

This document has presented a host of tools the Advisory Committee will need to conduct community outreach to facilitate planning for the Stafford Basin Pathways and Trails Project. The Advisory Committee expressed a commitment to outreach when it incorporated community involvement in its vision statement for the trail system (see vision statement). The document consisted of background information including preliminary existing conditions, insight from local park and trail planners and plans, a guide for conducting outreach, and methodology for some of the activities contained in the guide. We hope that the Advisory Committee will use this document over the entire life of the project to ensure that the trail is conceived and maintained with its users in mind.

Sources of Data

Text/Periodical

Creighton, J. (1994). Involving Citizens in Community Decision Making: A Guidebook. Creighton & Creighton, Inc.

James, J. (1979, April). Citizen participation in Planning; the Relationship between Objectives and Techniques, APA Journal, pp. 180-89.

Kaner, S. (1996). Facilitator's Guide to Participatory Decision-Making. New Society Publishers.

Patton, C. V., & Sawicki S. (1993). Basic Methods of Policy Analysis and Planning. New Jersey 07632: Prentice Hall.

Interviews

1. Becky Kessler. Friends of Trees Volunteer Coordinator. In-person interview. April 9, 2001. Portland, OR.
2. Bob Acker. Volunteer, 40-mile Loop Trail, Portland, OR. In-person interview. April 11, 2001. Portland, OR.
3. Don Cannard. Founder/Volunteer, Chinook Trail Association, Vancouver, WA. In-person interview. April 12, 2001. Vancouver, WA.
4. Glenn Lamb. Former Parks Planner, Clark County, Washington. In-person interview. April 5, 2001. Portland, OR.
5. George Hudson. Landscape Architect/Consultant, ALTA Transportation Consulting, Portland, OR. In-person interview. April 6, 2001. Portland, OR.
6. Jamae Creecy-Hillard. Public Involvement Director, Bureau of Environmental Services, City of Portland, OR. In-person interview. April 13, 2001. Portland, OR.
7. Jamie Brown. Friends of Forest Park Coordinator, Portland, OR. Phone interview. April 5, 2001. Portland, OR.
8. Laura Miller. Former Park Planner, Tualatin Hills Nature Park, Beaverton, OR. In-person interview. April 5, 2001. Portland, OR.
9. Patti Freeman. Park Planner and Landscape Architect, Portland Parks and Recreation. In-person interview. April 9, 2001. Portland, OR.
10. M.G. Devero. Park Manager, Tryon Creek State Park. In-person interview. May 28, 2001. Portland, OR.
11. Sean Loughran, Recreation Trails Coordinator, Oregon Parks and Recreation Department Business Services. In-person interview. May 23, 2001. Portland, OR.
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City of Tualatin, OR. www.ci.tualitan.or.us

City of Lake Oswego, OR. www.ci.lakeoswego.or.us

Metro Regional Government. www.metro-region.org/

Appendix B

Tualatin

Foxhill Neighborhood Association.
Hazelbrook Neighborhood Association.
Hedges Creek Neighborhood Association.
Tualitan Association of Neighbors.
Tualatin Riverskeeper.
Tualatin Lyons Club.
Tualatin Kiwanis Club.
Wetlands Conservancy.
Tualatin Rotary Club.

West Linn

Bolton Neighborhood Association.
Hidden Springs Neighborhood Association.
Marylhurst Neighborhood Association.
Parker Crest Neighborhood Association.
Robinwood Neighborhood Association.
Skyline Ridge Neighborhood Association.
Sunset Neighborhood Association.
Tanner Basin Neighborhood Association.
Willamette Neighborhood Association.
West Linn Senior Center.

Lake Oswego

Springbrook Park Association of Neighborhoods
Blue Heron. Neighborhood Association.
Bryant Neighborhood Association.
Childs Neighborhood Association.
Country Club/North Shore Neighborhood Assoc.
Evergreen Neighborhood Association.

Community Groups

First Addition Neighborhood Association.
Forest Highlands Neighborhood Association.
Glenmorrie Neighborhood Association.
Hallinan Heights Neighborhood Association.
Holly Orchard Neighborhood Association.
Lake Forest Neighborhood Association.
Lake Grove Neighborhood Association.
Lakeview Villas/Summit Neighborhood Association.
Lakewood Neighborhood Association.
McVey-South Shore Neighborhood Association.
Oak Creek Neighborhood Association.
Old Town Neighborhood Association.
Palisades Neighborhood Association.
Waluga Neighborhood Association.
Westridge Neighborhood Association.
Mt. Park Homeowners Association.
Westlake Homeowners Association.
Birdshill (CPO).
Rosewood Action Group.
Skylands (CPO).
Southwood Park/Woodland Park CPO.
Safford-Tualatin (CPO).
Lake Oswego Lions Club.

Pathways & Trail Use Survey

Three Rivers Land Conservancy, a non-profit organization, is proposing a pathway and trail system in the Stafford Basin. Before we begin planning for a trail system we would like to know if and how you might use such a trail. Please take a few minutes to fill out our survey on trail use and mail it back to us. The feedback you give us will be used to help steer our planning process. If you would like to be involved throughout this process, please come to the meetings announced in the attached brochure or call Jayne Cronlund at (503) 699-9825.

1. Where do you live?	<input type="checkbox"/> Lake Oswego <input type="checkbox"/> Portland <input type="checkbox"/> Tualatin <input type="checkbox"/> Other: _____	<input type="checkbox"/> Unincorporated Clackamas County <input type="checkbox"/> West Linn <input type="checkbox"/> Wilsonville
2. How long have you lived in this area?	_____ Year(s)	If less than a year, _____ Months
3. Do you rent or own your home?	<input type="checkbox"/> Rent / Lease	<input type="checkbox"/> Own <input type="checkbox"/> Other:
4. What is the approximate size of your property / lot?	_____ Acres --or-- _____ Square feet	
5. How often do you use parks/trails?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly	<input type="checkbox"/> Seasonally <input type="checkbox"/> Once a year <input type="checkbox"/> Never
6. What reason do you use area trails?	<input type="checkbox"/> Recreation only <input type="checkbox"/> Commuting	<input type="checkbox"/> Walking a dog <input type="checkbox"/> Horseback riding <input type="checkbox"/> Other:
7. Which local parks or trails do you use most often? (Mark all that apply.)	<input type="checkbox"/> George Rogers Park <input type="checkbox"/> Mary S. Young State Park <input type="checkbox"/> Millennium Plaza Park <input type="checkbox"/> Willamette Park (West Linn)	<input type="checkbox"/> Tryon State Park <input type="checkbox"/> Tualatin Commons <input type="checkbox"/> Public School Properties <input type="checkbox"/> Other: _____
8. What outdoor activities do you enjoy? (Mark all that apply.)	<input type="checkbox"/> Walking / running <input type="checkbox"/> Hiking <input type="checkbox"/> Bicycling <input type="checkbox"/> Mountain biking <input type="checkbox"/> Rollerblading <input type="checkbox"/> Skateboarding / scooters	<input type="checkbox"/> Birding <input type="checkbox"/> Nature walks <input type="checkbox"/> Dog walking <input type="checkbox"/> Horseback riding <input type="checkbox"/> Children's play areas <input type="checkbox"/> Team & spectator sports (i.e.: soccer, football, softball, etc.)
9. Would you agree or disagree that there is a need for a pathway & trail system in the Stafford Basin?	<input type="checkbox"/> Agree that a Stafford Basin pathway & trail system is needed. <input type="checkbox"/> Agree slightly <input type="checkbox"/> Undecided <input type="checkbox"/> Disagree slightly <input type="checkbox"/> Disagree	

A copy of the survey instrument that was used both door-to-door and mailed to Stafford Basin residents.

Appendix D

Imagine ...

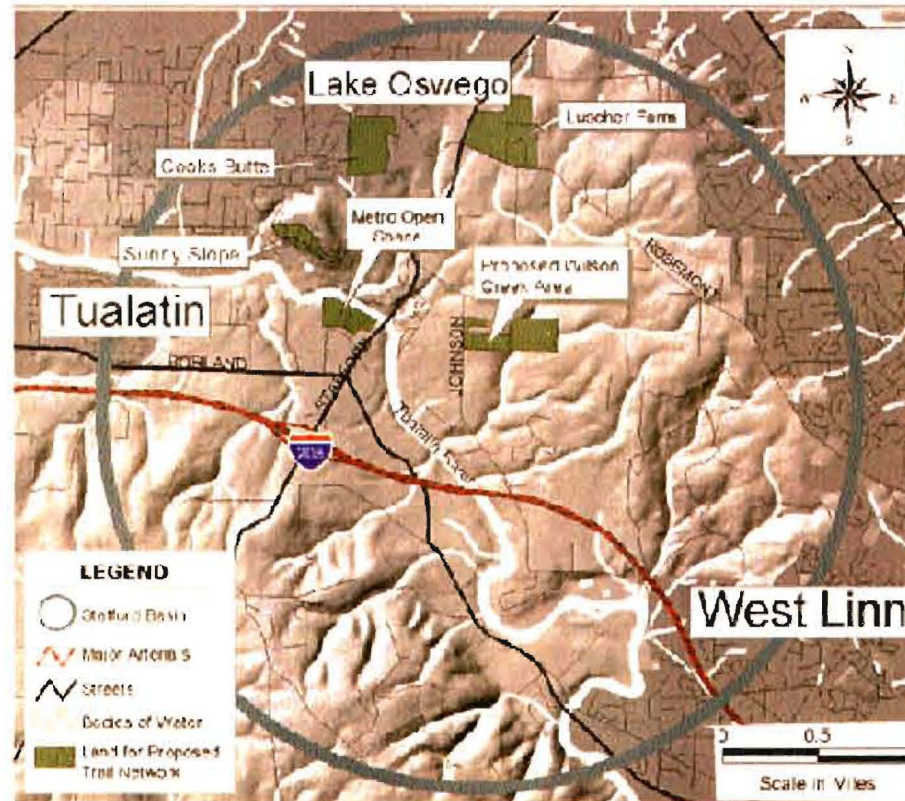
...in the not too distant future, it's a sunny Saturday morning in the Stafford Basin. The kids want to do something fun on this beautiful day and a family hike or bike ride is the perfect adventure.

Thanks to the vision and teamwork of you and your neighbors a new path and trail system can take you to visit friends living a mile or two away perhaps to see scenic Luscher Farm, down to the meandering Tualatin River or up to the heights of newly acquired Sunny Slope or Cooks Butte Park. Or connect to one of the existing trails in the bordering communities of Lake Oswego, West Linn, or Tualatin.

What if you could safely pedal through the Stafford Basin from West Linn to Lake Oswego? Or ride your bike to a Tualatin River canoe launching site or stop and view birds at the Bryant Woods Natural Area?



Sunny Slope, one of the five properties



A copy of the brochure that was mailed to 5,000 Stafford Basin residents.

Fantasy? The hard work of a dedicated team of citizens and *Three Rivers Land Conservancy* is beginning to meet to discuss this issue and we need your help.

Join hands with the community to make trails and paths in the North Stafford Basin connecting West Linn, Lake Oswego, Tualatin and west Clackamas County. Fill out the enclosed survey, attend one of our site tours, or come join us for a community planning event in June.



Mark Your Calenders

Here are our upcoming events:

- Saturday, June 16th Short Hike and Site Tour , meet at Bethlehem Church, 17979 Stafford Road, Lake Oswego, OR at 10 am
- Saturday, June 23rd Planning Workshop from 9-12 am at Bethlehem Baptist Church. At this workshop we'll ask for input from you on what you'd like our trail system to include.

Contact Us At:

Three Rivers
LAND CONSERVANCY

PO Box 1116

Lake Oswego, OR 97035

Phone: 503-699-9825

Fax: 503-699-9827

Web: www.trlc.org



Three Rivers Land Conservancy
PO Box 1116
Lake Oswego, OR 97035

Three Rivers
LAND CONSERVANCY



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