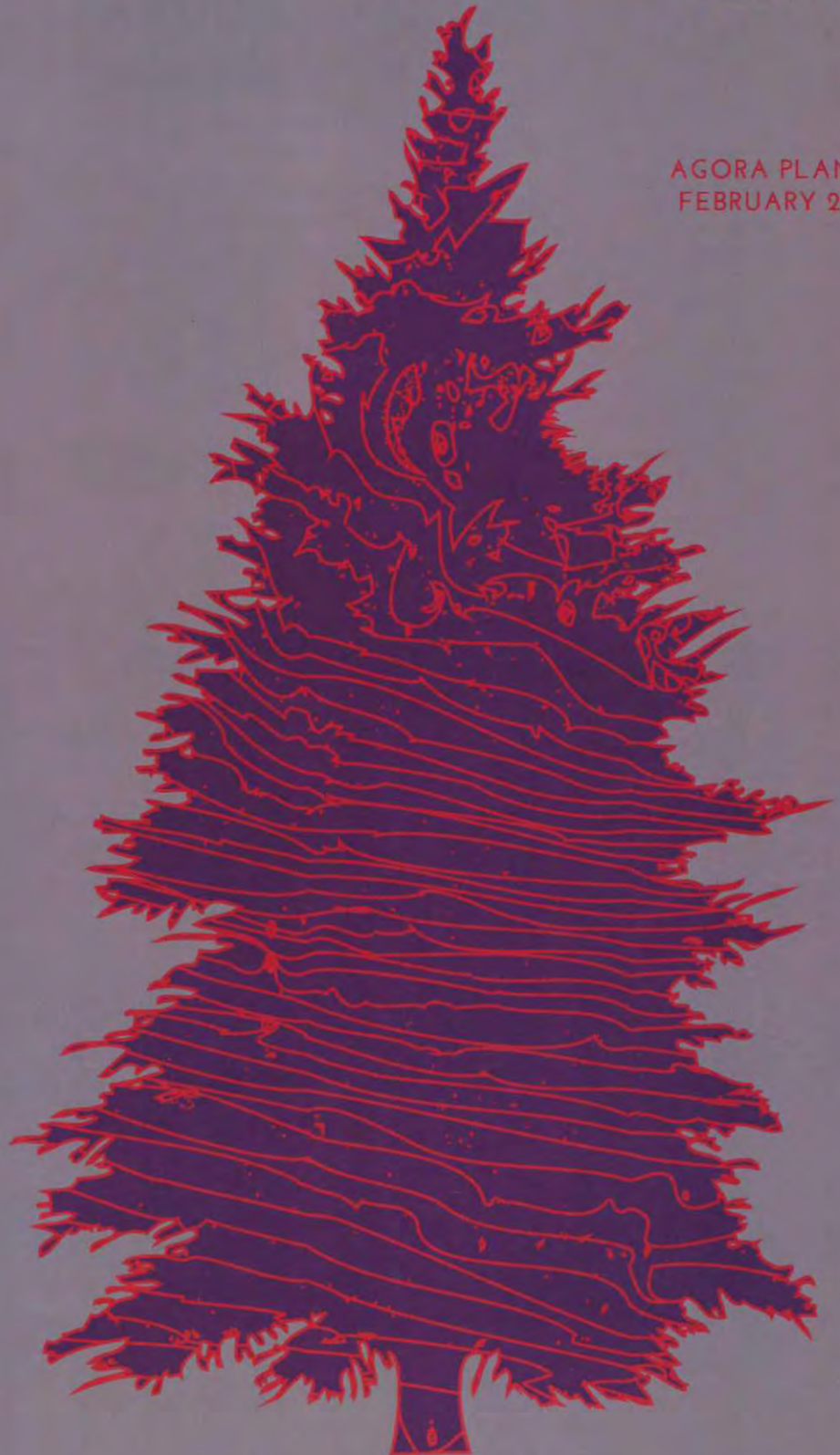


WESTSIDE COMMUNITY PARK CONCEPT PLAN

WORK PLAN

AGORA PLANNING
FEBRUARY 29, 2016





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WESTSIDE
Community
Park

PROJECT OVERVIEW

Over the coming months, Agora Planning will collaborate with the Hood River Valley Residents Committee (HRVRC), the Hood River Valley Parks and Recreation District (HRVPRD), and most importantly, community members to envision a new park that serves the diverse and ever growing community of Hood River County. For the last 20 years, County residents have expressed a desire for a year-round multi-use community-gathering place, and HRVRC has identified a 20-acre parcel near the southwest corner of Hood River as a potential site. Agora Planning will facilitate a strong public visioning process over the next five months. Community input and reverence for the natural beauty of Hood River will be at the helm of the team's design goals. This community vision, combined with rigorous research of the surrounding area, will result in a concept plan for the park.

PROBLEM STATEMENT

HRVRC REQUIRES A CONCEPT PLAN DRIVEN BY COMMUNITY INPUT AND SUPPORT FOR A 20-ACRE PARK THAT MEETS THE CURRENT AND FUTURE NEEDS OF HOOD RIVER COMMUNITY MEMBERS WHILE PRESERVING THE NATURAL INTEGRITY OF THE SURROUNDING AREA.

Context

The Hood River Valley rests in the heart of the Columbia River Gorge National Scenic Area, and its proximity to Mt. Hood and the Columbia River make it a popular destination for outdoor tourism. The valley supports numerous recreational activities including windsurfing, biking, hiking, and, during the winter, skiing and snowshoeing. The area is also well known for its productive fruit orchards and agricultural land.

Hood River County has experienced substantial population growth over the last decade, including an expanding Latino population. The largest industry sectors in the county include tourism, health care, agriculture, and manufacturing, and a developing technology sector. The county includes Mt. Hood and the confluence of the Columbia and Hood rivers. There are two incorporated cities within the county, Hood River and Cascade Locks. The parks district does not include Cascade Locks, and thus it will be excluded from the project study area. The majority of the county population is spread over the 522 square miles of land in unincorporated rural communities -- including Parkdale, Odell, Mount Hood, and Dee -- however, the City of Hood River is the county seat and holds approximately one third of the county population.

The City of Hood River's population is also projected to increase in the coming decades, and with it, the need for new public parks. In a recent planning effort, the City of Hood River identified a need for 30 additional acres of open space in order to meet the demand of new and existing families and residents. Additionally, a needs analysis within HRVPRD's 2012-2022 Parks & Recreation Master Plan calls for the provision of more outdoor sports facilities and gathering places. HRVRC has identified two parcels of land, totaling 20.06 acres, that they believe can meet the needs of both the city and county.



Directly abutting the southwest boundary of the Hood River urban growth area, these parcels are located in an area likely to accommodate much of the city's growth, and HRVRC believes a new park could have a positive impact on the livability of new residents. Though specific uses for the park will be determined through the planning process, HRVRC believes the site to be ideal for several sports fields and other multi-use facilities. However, a portion of the site was unofficially classified as wetland in 2007, which when extended to include National Scenic Area buffer requirements, covers approximately 40% of the site area. Thus the proposed park stands to offer both active recreation and more natural, open space amenities.

The site is also located adjacent to Westside Elementary School, and the nearby intersection of Fairview Drive and Belmont Drive has been identified as a potential traffic safety issue. The establishment of a multi-use park on the site, particularly one including high-volume facilities such as athletic fields, will require a transportation analysis and careful consideration of access, congestion and pedestrian safety.

PURPOSE

AGORA PLANNING INTENDS TO CREATE A WESTSIDE COMMUNITY PARK CONCEPT PLAN. AGORA PLANNING WILL RECOMMEND A PREFERRED CONCEPT PLAN DEVELOPED FROM A SET OF ALTERNATIVE OPTIONS THROUGH AN ITERATIVE PROCESS INVOLVING COMMUNITY PARTICIPATION, EXISTING CONDITIONS ANALYSIS, AND BEST PRACTICE RESEARCH. THE CONCEPT PLAN IS INTENDED TO GUIDE DEVELOPMENT, AS WELL AS PROVIDE A DOCUMENT THROUGH WHICH THE COMMUNITY CAN ORGANIZE AND SUPPORT THE PARK DEVELOPMENT PROCESS.

THE CONCEPT PLAN WILL BE A SYNTHESIS OF THE FOLLOWING TWO PLANNING COMPONENTS:

1. LAND USE & CONDITIONS ANALYSIS: AGORA PLANNING WILL ANALYZE EXISTING CONDITIONS AND LAND USE REGULATIONS THAT IMPACT THE PROPOSED SITE. THIS INCLUDES CITY, COUNTY, STATE, AND FEDERAL LAND USE REGULATIONS THAT PERTAIN TO THE SITE.
2. COMMUNITY OUTREACH: AGORA PLANNING WILL USE MULTIPLE METHODS TO GATHER INPUT FROM A BROAD RANGE OF COMMUNITY MEMBERS THROUGHOUT HOOD RIVER COUNTY. THIS WILL FOCUS ON A NEEDS AND PREFERENCES ANALYSIS FOR THE PROPOSED SITE, AND LEAD TO A COMMUNITY DRIVEN PARK CONCEPT. OUTREACH WILL ALSO FOCUS ON BUILDING PUBLIC SUPPORT FOR THE PARK, AND STRATEGIES FOR ENGAGING WITH AND ENCOURAGING INCREASED PARK USE FOR TYPICALLY UNDERREPRESENTED COMMUNITIES -- IN PARTICULAR, YOUTH, LATINO, AND AGING POPULATIONS OF HOOD RIVER COUNTY.

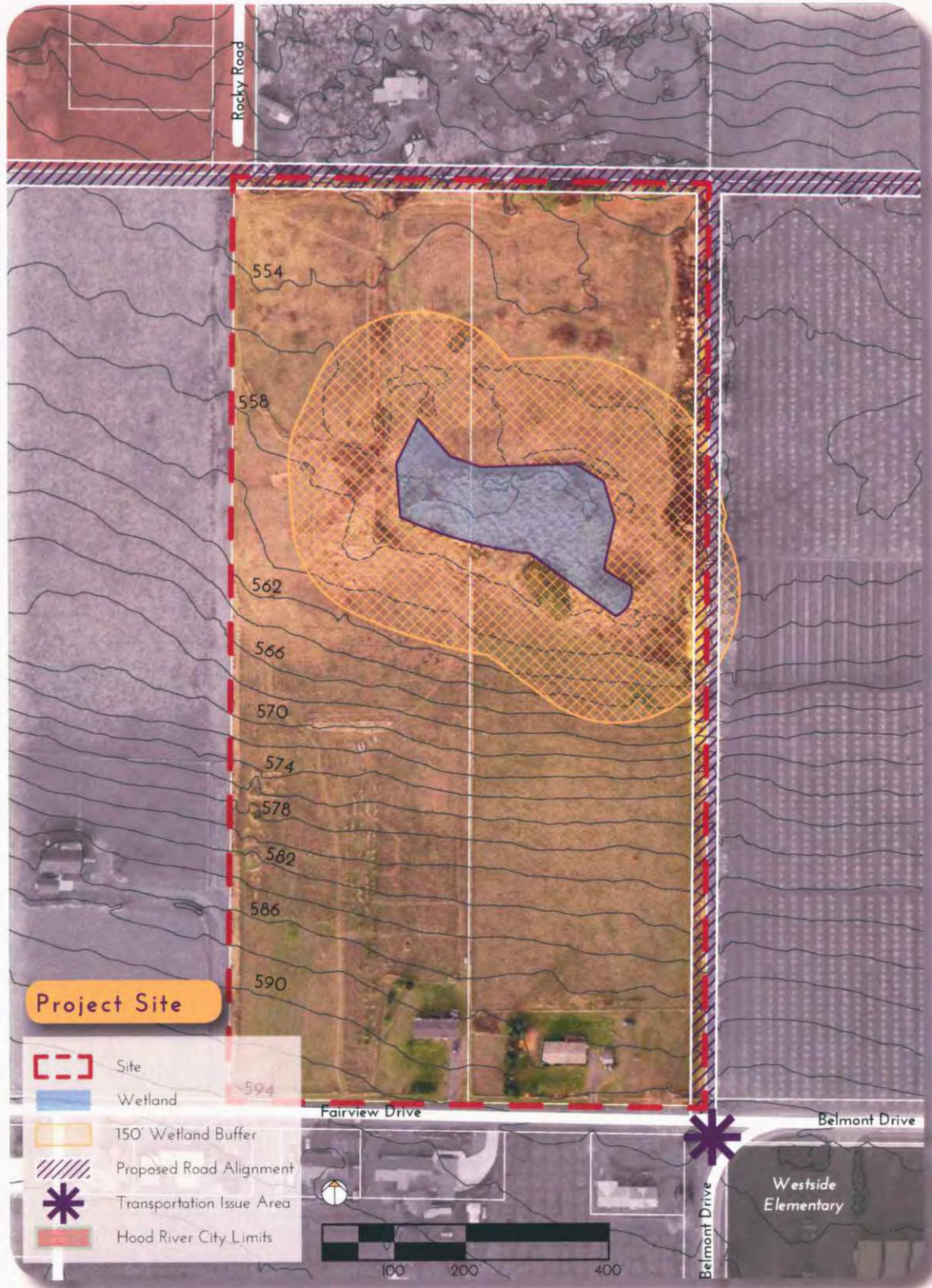
STUDY AREA

Agora Planning will focus design and planning efforts on two lots (parcel 3N 10 E 34D, tax lots 100 and 101) north of Fairview Drive and northeast of Belmont Drive. The 20.06-acre site borders the City of Hood River Urban Growth Boundary and is within the Columbia Gorge National Scenic Area, falling within Hood River County jurisdiction. The project client, HRVRC, pre-selected this site.

Outreach efforts will include all resident populations within the HRVPRD.

Study Area Maps





EXISTING CONDITIONS

The existing conditions analysis is the initial phase of the project and will help set parameters for park design. The report will provide a more holistic understanding of the present opportunities and constraints of the proposed Westside Community Park site through completing the tasks outlined below.

Task 1: Demographic Profile

Agora Planning will utilize existing data related to demographic, socioeconomic, and housing factors to create a profile of the population living within the parks district. The demographic analysis will help guide the community outreach strategy for the project and will include the following:

- * Population comparison across scale and time.
- * Demographic analysis of population.
- * Population projections for the county and city.
- * Demographic maps using ArcGIS.
- * Review of existing housing needs analysis.

Task 2: Historic Review

Agora Planning will gather and summarize information pertaining to the local, cultural, environmental, and physical context of the study area. This will include the following:

- * Human settlements and cultures review.
- * Environmental history review.
- * A timeline that traces the physical development of the site through various uses and natural events.

Task 3: Land Use Regulatory Analysis

Agora Planning will review, categorize and report on all related policies affecting the study site. This site is under numerous jurisdictions and is affected by land use and environmental policies across multiple scales. The analysis will include:

- * Summary of all jurisdictional plans and codes as they pertain to the site.
- * Summary of environmental policies, including wetland delineation, mitigation, and enhancement processes, and evaluation of National Scenic Area regulations.
- * Review of past development proposals and impact studies.

Task 4: Environmental Opportunities and Constraints Assessment

Agora Planning will review existing studies and reports relating to environmental opportunities and constraints of the site. Reports from various environmental consultants will likely not be completed with enough time to fully integrate their findings with this project's final deliverable. Agora will research all existing reports and data relating to the environmental factors below, which should supply an appropriate level of awareness for the concept plan.

- * Soils and toxicity
- * Topography
- * Wetlands
- * Implications of stormwater and drainage

Task 5: Transportation Analysis

Agora Planning will research past Traffic Impact Analyses for the site, as well as Transportation Systems Plans at the city, county and state level. The team will also seek the council of city, county, and private consultant transportation engineers to provide information that supplements the team's planning goals. Agora Planning will conduct a basic transportation systems analysis surrounding issues of:

- * Access to the site and potential parking requirements.
- * Safety concerns for pedestrians, including school children.
- * Prospective fire access and emergency exits.
- * Connectivity to existing and future surrounding neighborhoods.

Task 6: Site Area Mapping

Agora Planning will create a series of maps illustrating environmental conditions, landmarks, businesses, institutions, existing parklands, and opportunities and constraints pertaining to the site and its surrounding area. These maps will benefit internal design and planning processes, with some maps utilized as outreach materials during community engagement events.

COMPONENT COMPLETION:

EXISTING CONDITIONS ANALYSIS - DRAFT
DUE MARCH 4

EXISTING CONDITIONS ANALYSIS - FINAL
DUE MARCH 18

TIMELINE: EARLY FEBRUARY TO MID-MARCH



BEST PRACTICES & CASE STUDY RESEARCH

Agora Planning will research case studies and best practices that exemplify creative, innovative, and integrative uses of scenic landscapes through park design. The team will also research best practices for park plan designs that promote social mix, and encourage equitable use of all facilities and amenities. Case studies will primarily be used to provide insights from parks with similar geographic and political conditions. Best practices research will primarily focus on the "cutting edge" in planning, development, and maintenance of equitable, accessible, and eco-friendly parks.

In order to collect the most valid and resourceful content, the team will choose case studies and best practices that will:

- * Be reflective of designs which promote safe and equitable access to the park for all abilities, income levels, ages, genders, and ethnic backgrounds.
- * Encourage the best possible design for specific user groups within Hood River County: the aging, youth, and Latino populations.
- * Promote and convey sustainable development practices, with minimal environmental impacts on the site and surrounding area.
- * Demonstrate low-impact design standards and the use of green infrastructure that preserves and enhances the surrounding ecosystem's resilience and ability to mitigate frequent and/or intense climatic events.
- * Illustrate strategic designs for parking, safety, and multimodal transportation access and connectivity for mitigating traffic impacts.
- * Reflect site designs that strategically merge a diverse range of active and passive uses.

COMPONENT COMPLETION:

CASE STUDIES AND BEST PRACTICES RESEARCH - DRAFT DUE APRIL 15

CASE STUDIES AND BEST PRACTICES RESEARCH - FINAL DUE MAY 13

TIMELINE: EARLY FEBRUARY TO MID-MAY



Site Visit - 2/5/16

COMMUNITY ENGAGEMENT STRATEGY

Community engagement is at the heart of this planning project. The impetus to develop a park on the study site was born of identified gaps in community services, such as outdoor athletic fields and amenities, and a need to engage with specific subgroups in the Hood River community. Public support is also required to move the project forward into the next phase of acquisition and development. Thus, community awareness, engagement and feedback will be critical from project beginning to end.

Agora Planning will aim to engage the entire community within HRVPRD's planning boundary in its outreach efforts. However, the HRVPRD's 2012-2022 Parks & Recreation Master Plan calls for increased attention to particular subgroups in future parks planning, based on observed and predicted population increases within each of the respective groups. These subgroups consist of aging, youth, and the Latino populations. As such, research and engagement efforts will be conducted with these community members specifically in mind.

Agora Planning will conduct outreach to the broader population of the parks district through publicly advertised engagement events and surveying. The team will engage community leaders, conduct interviews and hold focus groups to further engage the targeted subgroups in Hood River. The engagement process will culminate in a community-wide design workshop, at which attendees will have the opportunity to critique Agora Planning's initial set of concept designs for the park and contribute additional ideas. The core phases of the community engagement strategy are outlined below.





PHASE 1: Community Contact

METHODS: Stakeholder Scoping, Open House

Stakeholder Scoping

Agora Planning will identify and begin engaging community leaders and important institutions to assist in conducting outreach. Community leaders are not only best suited to guide the team in finding appropriate destinations and strategies for collecting community input, but will also ensure that the target subgroups are given a voice.

Open House - March 5th 2016, Westside Elementary School

Agora Planning will hold an informational open house on March 5th. This event will introduce attendees to the project, and provide information about the site including potential features, and opportunities and constraints regarding development. This will also serve as an information gathering event through community conversations and site visits, visioning activities, and survey distribution and collection.

PHASE 2: Community Learning

METHODS: Survey, Targeted Outreach

Survey

The survey aims to capture the broadest range of views regarding preferences for the Westside Park design and facilities. The survey will be prepared in both English and Spanish. The survey questions will be informed by pre-existing survey results conducted by HRVRC, in addition to research pertaining to park features. The survey will obtain both qualitative and quantitative data; specifically, the survey aims to:

- * Gather demographic and contact information
- * Probe for values and preferences
- * Prompt respondents to rank and choose features
- * Promote the community design workshop

Agora Planning will disseminate the survey through various channels, including:

- * Intercept surveys at local destinations such as shopping centers and grocery stores
- * Distribution of survey at local events and via community groups
- * Online via the HRVRC and HRVPRD Web site and e-mail blasts

Targeted Outreach: Stakeholder Interviews

Following the identification of key stakeholders and community groups, Agora Planning will engage leaders in meetings and interviews. These conversations will result in a greater understanding of specific community groups' needs and values surrounding park design and use. These stakeholders will also be used as conduits through which to distribute the survey to constituents, promote the culminating design workshop, and share project updates and information.

Targeted Outreach: Focus Groups & Visits

Agora Planning will engage the target subgroups with more in-depth engagement in the form of site visits, focus groups, and attending community meetings. Focus groups will focus on gathering data about park preferences and values.

Agora Planning will engage the youth population by visiting select classes at Hood River Valley High School and presenting the project, conducting focus-groups, and asking students to fill out the survey on-site. Students will also be sent home with extra surveys and event flyers for parental participation. Agora Planning will also attend the community "Skate Night" to reach out to elementary and middle school youth and their parents. Surveys and information will be administered at this event.

Outreach to the Latino population will involve attending community meetings and conducting two focus groups; focus groups will be facilitated with the help of Next Door Inc., a Hood River-based community group that supports the Latino community. Surveys translated into Spanish will be administered at community meetings.

Outreach to the aging population will involve visits to various senior gathering locations where brief presentations will be given and focus groups will be conducted. Surveys will also be administered at these visits.

PHASE 3: Community Design

METHOD: Community Design Workshop

Westside Community Park Design Workshop - April 16, 2016, Westside Elementary School

This culminating event will be a convening opportunity for all members of the community to evaluate the team's initial concept plans and bring the project to life through visualization activities and site visits. Agora Planning will begin advertising the event immediately and for the duration of the project timeline through: the HRVRC Website, the local newspaper, the local English and Spanish radio, flyer distribution, e-mail, word of mouth, and a Facebook page created for the project

Agora Planning will prepare a series of scenarios for public park use for the community to view, discuss, and provide feedback on. The community engagement process leading up to the event will directly inform the ideas and concept iterations presented. The event is planned as follows:

- * Commence with an overview of the project and the role of Agora Planning
- * Brief discussion of opportunities and constraints as well as display of design examples
- * Facilitated breakout sessions where attendees form into groups to create designs using maps and scaled cut outs of potential features
- * Display of designs from each group and report back on details
- * Dot exercises assessing values based on high, medium, and low priority and potential trade-offs of features
- * Concluding discussion and next steps

Child care, food, and translation services will be provided, but for those that cannot attend, Agora Planning will create an online mechanism for ranking the design alternatives and providing other feedback via the HRVRC Web site.

COMPONENT COMPLETION:

OUTREACH AND ENGAGEMENT SUMMARY - DRAFT DUE APRIL 15

OUTREACH AND ENGAGEMENT SUMMARY - FINAL DUE MAY 13

TIMELINE: EARLY FEBRUARY TO MID-MAY



Site Visit - 2/5/16

CONCEPT PLAN

The culminating phase of the project is the preparation of the Westside Community Park Concept Plan. This will include summaries of existing conditions, research, community engagement efforts, an analysis of alternatives, a final park concept plan, and a roadmap of implementation strategies and recommendations to guide HRVRC and HRVPRD through the next steps of the permitting and development process.

Task 1: Creation of concept design alternatives

The Agora Planning team will combine existing conditions research, including land use regulations and code requirements of the site, best practice and case study research, and community input into conceptual design examples to be vetted by the public at the culminating community design workshop.

Task 2: Evaluation of concept alternatives and implementation strategy

Following the workshop, the Agora Planning team will conduct additional best practice research and analysis as required through workshop findings. This follow-up analysis will aim to integrate community desires into final park programming; it will also pay particular attention to site factors such as access and environmental integrity. The team will work closely with HRVRC and HRVPRD to integrate community feedback into a final park concept design.

Congruent with the final design iteration process, Agora Planning will work with HRVRC, HRVPRD, and relevant jurisdictional agencies to create a strategy for implementation of the final concept plan. This strategy will include next steps to bring the concept plan through permitting and strategies for continued community engagement around the park development process.

Task 3: Westside Community Park Concept Plan

The Agora Planning team will synthesize the key findings of each project phase into a clear and engaging narrative that presents the final concept plan, along with the process used to develop its design. This final document will include key considerations from the existing conditions analysis, best practice and case study research, community engagement and visioning process, and the final iteration of the concept plan, followed by full recommendations for implementation. The document will also include adjoining appendices outlining the technical basis for the final concept plan.

The body of the document will be written and designed for a broad audience of interested community members, including HRVRC members, HRVPRD constituents, the City of Hood River general public, and all participants in the project's community engagement process. The technical appendices are meant for public agencies and/or private consultants involved in the permitting phase of the Westside Community Park.

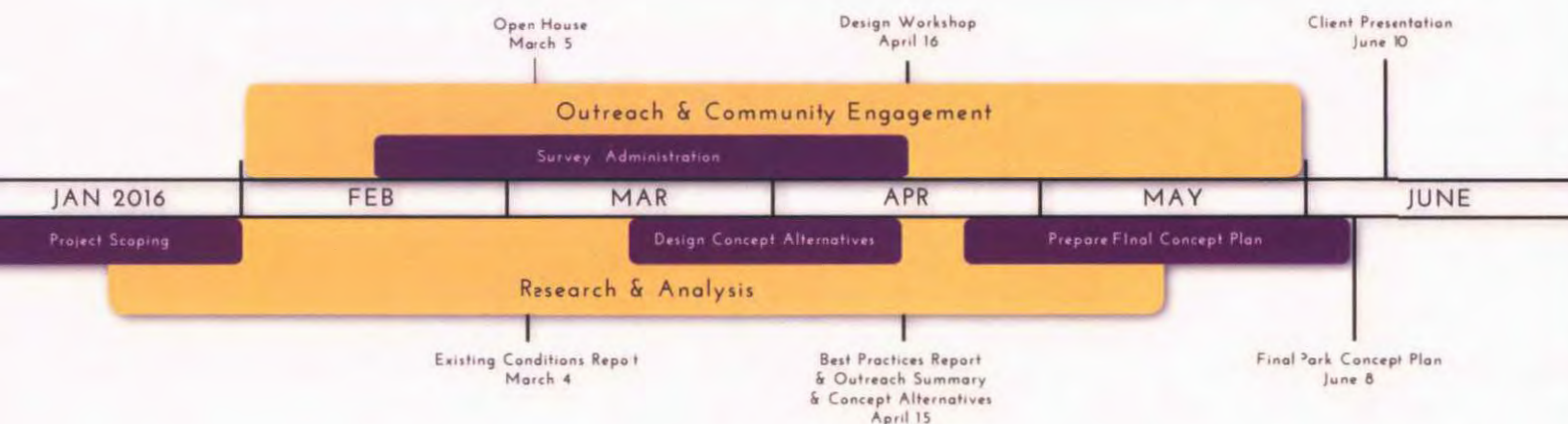
COMPONENT COMPLETION:

WESTSIDE COMMUNITY PARK CONCEPT PLAN - DRAFT DUE MAY 13
WESTSIDE COMMUNITY PARK CONCEPT PLAN -- FINAL DUE JUNE 8

TIMELINE: MID-APRIL TO JUNE

SUMMARY OF DELIVERABLES AND EVENTS

Deliverable/Event	Draft Due	Final Due
Existing Conditions	3/4	3/18
Open House	N/A	3/5
Case Studies & Best Practices	4/15	5/13
Outreach Findings and Summary	4/15	5/13
Conceptual Alternatives	4/11	4/15
Community Design Workshop	N/A	4/16
Westside Community Park Concept Plan	5/13	6/8
Presentation to Client (Hood River)	N/A	6/1-6/12
Presentation to Faculty (PSU)	N/A	5/23



BUDGET

The following Westside Community Park project budget proposal and summary discloses the agreement to be performed by Agora Planning and its project partners, HRVRC and HRVPRD. The purpose of the proposal is to establish the items or services each partner will be responsible for furnishing, and to designate the parties that will provide reimbursement for project expenses or out-of-pocket costs incurred. Items listed are reflective of the essential materials and services needed to complete the project. The proposal describes expenditures, anticipated appropriations per expenditure, and the rationale for the valuation of materials and services needed for Agora Planning to complete the project.

Conditions

1. HRVRC and HRVPRD will provide a \$1,000 advance to Agora Planning to begin the project. Agora Planning will log and record expenditures as a statement in an invoice against the advance. Invoices will be forwarded to HRVRC and HRVPRD by the 17th day of each month starting on 02/17/16, and ending on 6/17/16.
2. Agora Planning will log all expenditures for reimbursement as an invoice which will be forwarded to HRVRC and HRVPRD by the 17th day of each month starting on 02/17/16, and ending on 6/17/16. After receiving the invoice, HRVRC and HRVPRD will reimburse Agora Planning within three business days.
3. Reimbursement for accrued mileage, lodging, and language interpretation/translation for outreach events/materials, will be calculated according to the respective standards published by the U.S. Government.
4. HRVRC and HRVPRD recognize that unexpected expenditures might occur over the course of the project, and are prepared to reimburse Agora Planning for unexpected costs.
5. The budget provided by HRVRC and HRVPRD is not to exceed \$3,000.00. Agora Planning will not be reimbursed for any overages.

WESTSIDE COMMUNITY PARK BUDGET SUMMARY

Travel	\$650
Background Materials (In Kind)	-
Community Engagement	\$1,450
Technology (In Kind)	-
Printing and Materials (In Kind)	\$400
Contingencies	\$500
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Total	\$3,000



WESTSIDE COMMUNITY PARK BUDGET BREAKDOWN

JANUARY - JUNE 2016

Expenditures	Anticipated Budget	Description
Travel	\$650	
Mileage	\$350	Ten - 124 mile (round trip) visits at \$0.28/mi
Lodging	\$445	Two Airbnb overnight stays for six people at \$150/night
Background materials (In kind)	\$0	
Existing GIS data		Existing GIS data needed for technical analysis
City and county planning documents		Pertinent planning documents critical to land use analysis
Staff time		Expertise - pro bono
Community Engagement	\$1,450	
Participatory workshop materials (poster boards, interactive materials, writing utensils, nametags)	\$400	Need to provide materials at outreach events to facilitate participation
Refreshments	\$400	Need to provide food and drinks for events
Language interpreters/translation	\$500	For outreach events and materials at \$25/hr
Venue space	\$150	Venues to accommodate outreach events
Technology (In kind)	\$0	
Website access		
Email listserv		Need access to partners' constituents to engage advocates, enlist support, for advertising, and to promote events
Social media		
Members database		
Printing Materials (Partial in kind)	\$400	
Drafts of deliverables	\$100	Draft reports before submitting final materials
Flyers and advertising	\$100	Advertising for outreach events and survey
Posters/presentation materials	\$100	Informal and formal presentations
Binding and final report	\$100	Final Westside Community Park Concept Plan
Contingencies	\$500	For any unexpected out-of-pocket expenses