



## **I. Visioning Process**

The City of Scappoose has launched the 50-Year Plan, a multi-phase project that will span the next three years and establish a long-term community vision for how Scappoose will grow in the future.

As part of the planning process for this project, City staff led outreach and engagement efforts to better understand the community’s vision and priorities related to future growth in Scappoose. These outreach efforts will inform the vision statement for the 50-Year Plan and complement the technical work of developing an economic opportunities analysis (EOA), establishing urban reserves, and revising Scappoose’s Development Code and Comprehensive Plan.

Conducted between March and June 2022, this process touched more than 500 community members through Community Conversations, the Annual Town Meeting, and an online survey. The purpose of the outreach efforts was to ask the following types of questions:

- What do you love about Scappoose today?
- What do you want to see in Scappoose in the future?

While there was variation in how these broad questions were posed across different activities, the purpose of the overall visioning process was to understand what community members love about Scappoose today, and what they want to see for the future. Activities were designed to identify common themes around the aspirations and concerns of a community, which are a key piece to the development of a community-wide Vision Statement for the 50-Year Plan.

This memorandum describes the various outreach efforts and summarizes key themes that emerged from these activities. A compilation of community feedback can be found in the Appendix.

## **II. Outreach Activities**

### ***Community Conversations***

To reach a wide spectrum of Scappoose community members, City staff and members of the Stakeholder Advisory Committee (SAC) facilitated community conversations with local groups, clubs, committees, and organizations in Scappoose. While most community conversations were facilitated by City staff and SAC members, a “Community Conversations Kit” was available on the project website for anyone to download and conduct among their own networks.

*A community conversation is a structured discussion about a range of high-level topics. Community conversations are an exercise in “going to where the people are” i.e., they are usually held or conducted where people already gather (i.e., a standing meeting) or through channels which they receive information.*

Over the course of five months, eight community conversations were conducted with the following groups, engaging approximately 109 community members in Scappoose:

- Parks and Recreation Committee
- Scappoose Bay Watershed Council
- Scappoose Public Library Board of Directors
- South Columbia County Chamber of Commerce
- Columbia County Habitat for Humanity
- Scappoose Foursquare
- Scappoose Community and Senior Center
- Group of local business owners

Community conversations were held both virtually and in-person, and the discussion questions followed the same questions posed through an online survey. These discussions helped extend the reach of the online survey, which ran concurrently through the spring and early summer. Notes from discussion leaders were submitted and flagged through the online survey for ease of reporting.

### ***Annual Town Meeting***

On Saturday April 30<sup>th</sup>, 2022, approximately 80 residents and community members gathered at Scappoose High School for the 7th Annual Town Meeting. The primary topic of focus was the City's 50-Year Plan. Attendees heard from the project team on how the 50-Year Plan will be used to help prepare the community for the growth expected in Scappoose in the decades to come.

After the presentation, attendees were invited to participate in the Scappoose 50-Year Plan visioning workshop. The workshop expanded upon the key questions of the overall outreach process (i.e., *what do you love about Scappoose today* and *what do you want to see change in the future*) by providing an opportunity to identify unique opportunities for Scappoose to consider as the city grows. Participants were encouraged to think big and beyond conventional limitations.

Overall, approximately 40 participants engaged in the activity, working in groups of 4-8 around eight tables. Each table had a large base map and groups were encouraged to write, label, draw, and sketch all agreed-upon ideas on the map using different colored markers and stickers that represented types of development, community facilities, transportation facilities, and public investments the group would like to see in Scappoose.



Participants were given the following prompts to consider as they engaged in discussion around the base map:

- What kinds of new businesses and community facilities would you like to see in the area?
- Where are walking/biking paths and transportation connections needed?
- What sites are ideal for a nature preserve or park?
- Where could there be a new neighborhood?
- Are there any infrastructure issues the city needs to address?
- Are there areas of the City where it would make sense to rezone from one use to another?
- Identify other important ideas, places, or issues.

Upon completion of the activity, each group presented key ideas from their maps to the larger group. Some of the reoccurring themes across all the maps included:

1. Rebuild or relocate the middle school.
2. Conserve the riparian corridor bank and stream along Scappoose Creek and develop a north-south linear park or trail system along the creek.
3. Mitigate the effects of traffic along HWY 30.
4. Encourage more mixed-use development in the downtown core as well as on the east side of HWY30 off Havlik Drive.
5. Focus on creating a continuous, connected sidewalk system.

These ideas align with the broader themes identified through other parallel outreach efforts during this phase, as detailed under *Section III* of this summary.

### Online Survey

Running concurrently with outreach through Community Conversations and the Annual Town Meeting event, an online survey was open from March 22<sup>nd</sup> to June 27<sup>th</sup>. There were 178 responses to the online survey, along with 7 additional responses recorded from Community Conversation notes. The survey was promoted through the monthly city-wide newsletter, posted on the City's project webpage and social media, and sent out to community listers. All public-facing materials developed for the project during this phase directed community members to the online survey.

The raw data, including open-ended responses, are included as an Appendix to this document. Note that this is not a statistically valid survey and is only meant to qualitatively explore themes on the topic of future growth in Scappoose.



**Scappoose 50-Year Plan Vision**

As you work through the following questions, consider these topics as they relate to the Scappoose community:

- Neighborhoods
- Natural resources
- Jobs
- Downtown
- Parks and recreation
- Climate change
- Driving, biking and walking
- Community and culture
- Health and safety
- Governance

1. Why did you choose to live or work in Scappoose?

4. In what ways would you like to participate in the 50-Year Plan process?

Attend public meetings

Stay informed through the project website and city newsletter

Complete online questionnaires

Host a Community Conversation

Stay informed by email

Help spread the word about this project and upcoming events and activities

Other (please specify):

5. What people, groups, or communities should we contact to make this an inclusive process?

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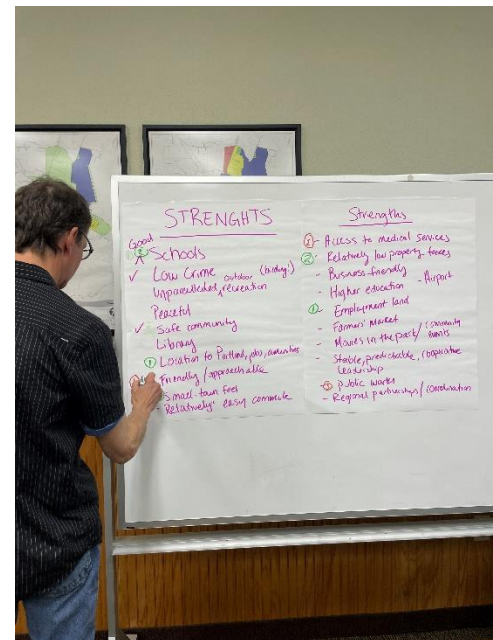
### III. Key Themes

The following key themes emerged from the outreach conducted through this process. They are bulleted below and include a word cloud developed from the responses received through the online survey (including community conversations).

#### What makes Scappoose special today?

- Small-town feel
- Friendly and close-knit community
- Access to nature and the outdoors
- Access to the greater region
- Affordability
- Natural beauty
- Cleanliness
- Community events
- Quality of life
- Family-friendly
- First responders
- Strong economy
- Good local businesses
- Great schools
- History and heritage
- Safety and low crime
- Quietness

farmers market developing growth beautiful maintained old  
 open space smaller Family walking plan improvements housing  
 safe special river love creeks access shopping  
 Nature access country schools resources  
 Small town atmosphere walking trails  
 The Community friendly parks nice  
 Near Portland support businesses quiet great  
 easy access grow restaurants space options library local  
 opportunities land made Scappoose special build events  
 neighborhoods public development





**What about Scappoose would you like to see change in the future? What can improve?**

- Increased tourism
- Less traffic and better traffic management
- Limits to growth and development
- Limit to large housing developments
- Preservation of greenery and open space
- Greater access to natural areas
- Greater housing affordability and opportunities
- More community amenities and spaces
- Better access to community resources
- More public transport options
- Greater variety of retail options
- Attract more local businesses
- Connected pedestrian infrastructure
- Well-maintained infrastructure
- Foster a greater sense of community
- Boost local economic development
- Improve and connect the transportation network
- Maintain safety and low crime

recreation waterfront activities events diversity paths  
neighborhoods attract St Helens speeding apartments  
improvements safe Stop building people food  
Improve downtown growing building work  
sidewalks pedestrian More businesses  
shopping community local parks community center  
schools home housing job  
Want community pool small businesses highway  
friendly access growth Portland streets bypass water  
opportunities infrastructure traffic planning roads

See appendix for supporting information and raw data, including:

A. Annual Town Meeting Map Activity and Notes

B. Online Survey Responses