



COLLABORATIVE

PRACTICAL

INVENTIVE

NIMBLE

EQUITABLE

Gresham Parks Community Survey

COMMUNITY ENGAGEMENT OVERVIEW & SURVEY RESULTS

Council Roundtable | May 11, 2021



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PROJECT OVERVIEW

Project Goals:

- Collect data on the community's priorities for the allocation of Metro Local Share funding
- Reach diverse and under-represented community members

This project was a collaborative effort between DES, CE/Communications, UDP and GIS.



PROJECT OVERVIEW (cont.)

Metro Local Share Parameters

- \$5.4 million to spend
- Projects must:
 - **Provide access to nature**
 - Restore ecological functions
 - Combat climate change
 - Promote racial equity
- Community outreach processes must be inclusive and engage underrepresented communities



COMMUNITY ENGAGEMENT

The project team built an interactive survey distributed through:

- Various City e-newsletters
- Gresham on the Go (YouTube)
- Emma email lists
- Social media
- NextDoor posts
- GreshamOregon.gov web presence
- Direct outreach to CBOs, YAC members, community groups and interested parties
- Posters with QR codes
- Survey Translation options available

Gresham Parks Community Survey

The City of Gresham will be receiving \$5.4 million dollars from the 2019 Metro Parks and Nature bond measure to spend on parks or natural resource projects that enhance access to nature, water quality and habitat values, and combat climate change.

We want to hear from you about how you would like to see the City spend this money.

Below are the 10 projects that the City is considering for this funding. To make your voice heard, please complete the survey using the QR code below or use one of the additional options (email, phone or mail) to submit your top 3 projects.

The survey will be open from April 5 through April 26.



- 1 Forest health recovery**

This project would pay for forest health restoration efforts and address safety hazards from dead and dying trees in Gresham's open spaces. More than 300 of the City's 1,200 acres of open space are affected with the off-road to public natural areas and private property. New tree species would be planted to handle climate change factors. Forest fee and land-use rules would be enhanced. Estimated cost: \$1 million.
- 2 Fujita ponds natural areas improvement**

This project would address the largest water quality issue in the Fawcett Creek watershed by diverting storm water inputs from Fujita ponds. This would benefit fish, wildlife and reduce local flooding risks, including high water on Gilman during large storms. Outreach education opportunities and signs along a self surface open trail would create a natural area for public to enjoy. Estimated cost: \$1.75 million.
- 3 Hogan Butte Nature Education Center**

This project would purchase undeveloped Forest lands south of Hogan Butte Nature Park and the property's historic barns. The barns would become a Nature Education Center. Its historic features preserved, per the City's 2007 Parks and Recreation Master Plan. It would be upgraded for Americans with Disabilities Act access. The City's Natural Resources Program would use the property to engage local students in nature plant industry operations, restoration efforts, and local climate efforts. Estimated cost: \$750,000.
- 4 Shall property purchase and park access improvements**

This project would purchase the 20-acre property at 3351 NE Forest Road and convert to landscaped community park. The property has a mix of wetlands and Douglas fir trees. The site is planned for 30 homes and removing 200 trees. The City would purchase the property, remove existing buildings, and construct a park access road and address to the future Southwest Community Park. The developer would construct these items if the housing development proceeded. Estimated cost: \$3 million.
- 5 Southwest Community Park development**

This project would add new features to this undeveloped park that could include picnic facilities, wetland viewing, accessible paved and soft surface trails, all-terrain play area, community gardens, habitat education area, nature play area, park center with signage, parking, restroom, shelter and food service and shade planting are part of this project. Estimated cost: \$3.25 million.
- 6 Southeast Community Park development**

This project would add new features to this undeveloped park that could include accessible paved and soft surface trails, picnic facilities, a restroom, nature play area, all-terrain play area, community gardens, oak grove and restoration signposts, park center with signage, parking, restroom, shelter, interpretation signs and shade planting are part of this project. Estimated cost: \$2 million.
- 7 East Gresham Neighborhood Park development**

This project would add features to this undeveloped park that could include park center with signage, soft surface trails, picnic facilities, and nature play area. Forest health improvements are part of the project. Estimated cost: \$450,000.
- 8 Jeanne Butte Neighborhood Park development improvements**

This project would add features to this undeveloped park that could include a wetland viewpoint with educational signage, soft surface trails, picnic facilities, nature play area, all-terrain play area, park entry signage, picnic table, wetlands as part of the project. Estimated cost: \$1.2 million.
- 9 Southeast Neighborhood Park development**

This project would add features to this undeveloped park that could include soft surface trails, picnic facilities, and nature play area and park entry signage. Forest health improvements are part of the project. Estimated cost: \$400,000.
- 10 Columbia View Neighborhood Park development**

This project would add features to this undeveloped park that could include nature play area, accessible paved and soft surface trails, Columbia Grove viewpoint, picnic facilities, all-terrain play area, community gardens, park entry signage, improving forest canopy and water education are part of the project. Estimated cost: \$816,000.



SCAN QR CODE Additional ways to provide feedback
Phone: 503-618-2145
Email: ParkOptions@GreshamOregon.gov
Website: GreshamOregon.gov/Parks-Planning

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COMMUNITY ENGAGEMENT

Additional mechanisms for gathering feedback from the community included:

- Mailing out paper surveys
- Printed materials distributed out in the community
- Dedicated voicemail line
- Dedicated email
- Social media monitoring

Installations and in-person outreach

- 3 installations were built to provide the ability to vote real time, without need for digital access
- Staff accompanied these installations throughout various locations in the community



LESSONS LEARNED

Successes

- High overall participation
- Road map to build on for future engagement
- Provided significant amounts of valuable input for the P&RCAG

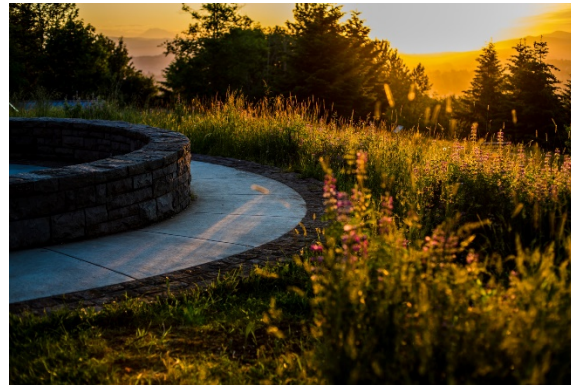
Challenges

- COVID-19
- Condensed timeline
- More effective neighborhood or project advocacy may influence results
- Digital divide
- Increasing diversity of respondents takes time and long-term trust building



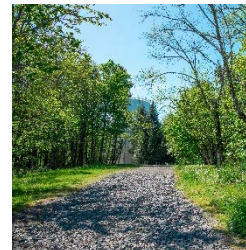
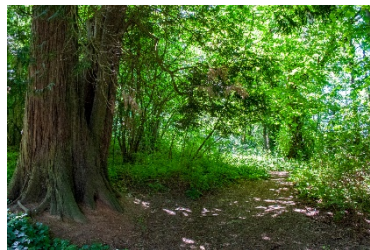
PROPOSED PROJECTS

1. Forest health recovery- \$1M
2. Fujitsu ponds natural area improvement- \$1.75M
3. Hogan Butte Nature Education Center- \$700,000
4. Shaul property purchase & park access improvements- \$3M



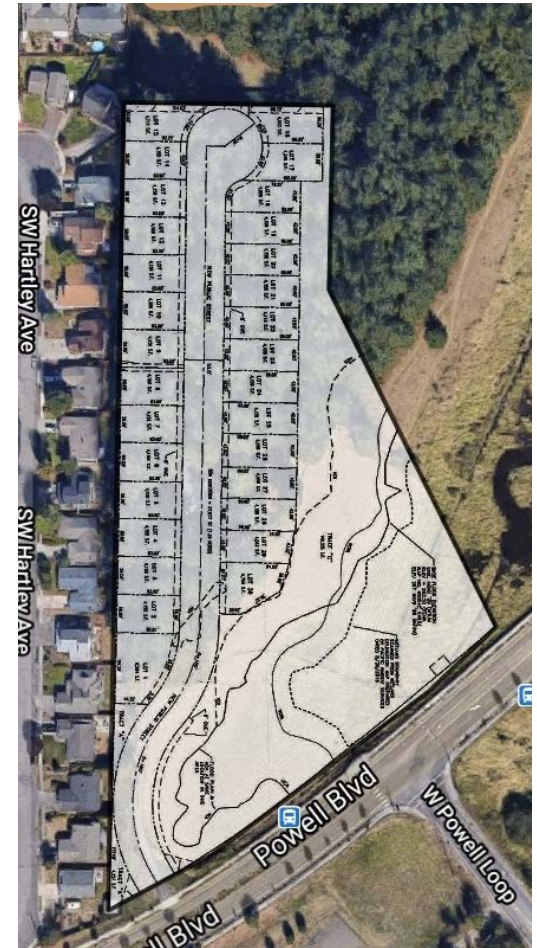
PROPOSED PROJECTS (cont.)

5. SW Community Park development- \$2.25M
6. SE Community Park development- \$2M
7. East Gresham Neighborhood Park development- \$650,000
8. Jenne Butte Neighborhood Park development- \$1.2M
9. SE Neighborhood Park development- \$600,000
10. Columbia View Neighborhood Park development- \$850,000



SURVEY RESULTS- Project Selection

- 936 Responses
 - 477 Shaul Property Purchase
 - 349 Forest Health Recovery
 - 306 Fujitsu Ponds Improvements
 - 271 Hogan Butte Nature Center
 - 262 East Gresham Neigh. Park
 - 215 SE Community Park
 - 208 SW Community Park
 - 168 SE Neighborhood Park
 - 155 Columbia View Neigh. Park
 - 147 Jenne Butte Neigh. Park



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SURVEY RESULTS- Neighborhood Participation

- **936 Total Responses**

- 133 No Response
- 107 Kelly Creek
- 89 Gresham Butte
- 82 Powell Valley
- 82 Centennial
- 76 Northwest
- 73 Southwest
- 42 Not a Gresham Resident
- 38 Historic Southeast
- 37 North Central
- 35 Rockwood
- 29 Wilkes East
- 24 North Gresham
- 22 Northeast
- 22 Hogan Cedars
- 21 Central City
- 14 Hollybrook
- 10 Gresham PV



SURVEY RESULTS- By Neighborhood

- Kelly Creek- SE Community Park
- Gresham Butte- Forest Health Recovery
- Powell Valley- East Gresham Neighborhood Park
- Centennial- Shaul Property Purchase
- Northwest- Shaul Property Purchase
- Southwest- Shaul Property Purchase
- Historic Southeast- Shaul Property Purchase
- North Central- Fujitsu Ponds Improvements

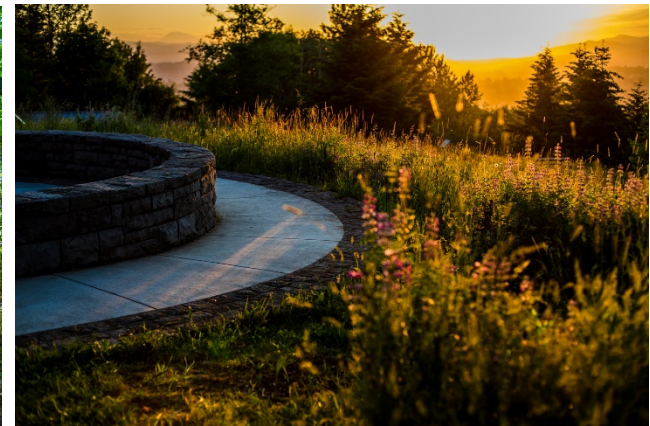
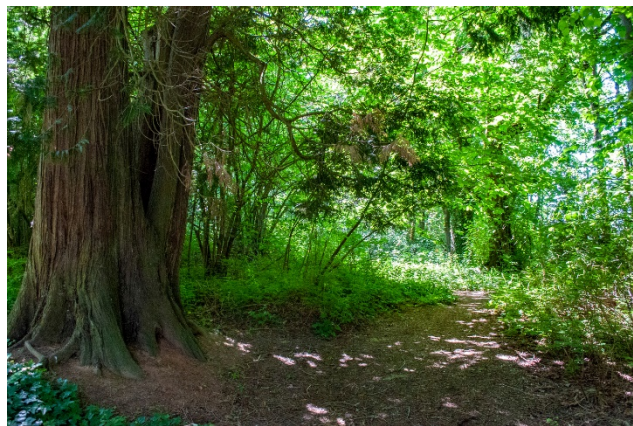
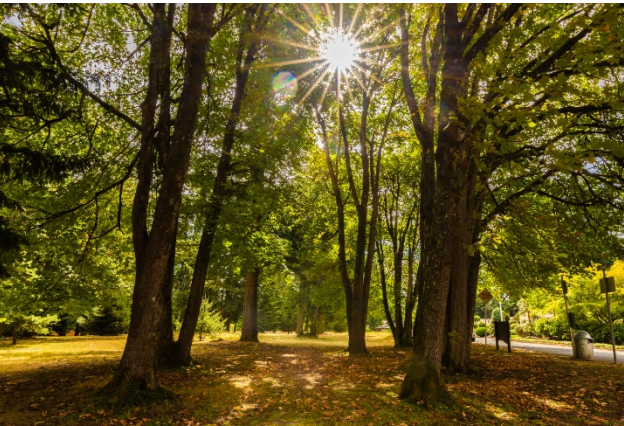


SURVEY RESULTS- By Racial Demographic

- **936 Total Responses**
 - 71% White or Caucasian
 - 12% Prefer not to answer
 - 9% Hispanic or Latino
 - 4% Black or African American
 - 3% Asian or Pacific Islander
 - 2% Other Race or Ethnicity
 - 1% Native American or Alaskan Native

NEXT STEPS

- City pursuing Shaull property
- Establishment of the Parks & Recreation Community Advisory Group
- Continued park engagement with the community
- Metro Local Share project prioritization
- Design and construction of park and nature amenities





QUESTIONS?

