



UNIVERSITY OF
OREGON



OAKRIDGE MEETING AGENDA

Meeting: Oakridge Kick-Off Meeting
Date: 1/30/2020
Time: 6:00pm – 7:30pm
Location: Oakridge High School Cafeteria

Meeting Goals:

- Introduce the project and team members
- Provide input to the Willamette National Forest and other public land management agencies about where to invest resources for recreation
- Create better linkages between business development/tourism efforts and recreation
- Begin fostering relationships for continued collaboration

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| I. Welcome and Context | (15 minutes) |
| a. Introduction to project | |
| b. Meet the team | |
| II. Getting Started Activity | (15 minutes) |
| a. Talk to your neighbor | |
| III. Economic Development Presentation | (10 minutes) |
| a. Status of Recreation in the Area and Economic Development Impacts | |
| IV. Project Process | (5 minutes) |
| V. Table Discussion/Report Out | (30 minutes) |
| a. Debrief Getting Started Activity | |
| b. Round table discussion | |
| VI. Closing Thoughts | (15 minutes) |
| a. Next steps | |
| b. Surveys | |
| VII. Adjourn 7:30pm | |

INSTITUTE FOR POLICY RESEARCH AND ENGAGEMENT

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February 3, 2020

To Oakridge Community Recreation Strategy Project Stakeholders
From Trevor Ackerman, UO Institute for Policy Research and Engagement Student
Consultant
SUBJECT SUMMARY OF OAKRIDGE KICK-OFF MEETING

Overview

The purpose of this memorandum is to summarize the Kick-Off Meeting for the Oakridge Community Recreation Strategy hosted at Oakridge High School on January 30, 2020. The meeting consisted of an opening activity, a brief presentation about the economic impacts of recreation, an overview of the project, and small group discussions that focused on the future of economic development and recreation in the area. The purpose of this meeting was to introduce our project, with these goals in mind:

- Provide input to the Willamette National Forest and other public land management agencies about where to invest resources for recreation
- Create better linkages between business development/tourism efforts and recreation
- Begin fostering relationships for continued collaboration

Approximately 20 stakeholders, including business owners and government officials, attended to discuss ideas on how to improve recreation and economic conditions in the area. This meeting and the topics discussed will provide themes to examine in future workshops.

Vision for Recreation and Economic Development in Oakridge

A desire for a sustainable recreation economy was shared in all small group discussions. Although expressed in different ways, participants wanted:

- Well-paying jobs
- Safe, clean, and accessible recreation facilities for all user types
- Appropriate signage/education at facilities and trails
- To maintain the natural beauty of the area.

There is a large sense of pride in the community and many want to see the branding of Oakridge reflect how they feel about the city/area. Many of the groups expressed that the best way to achieve this vision is to have a space to collaborate and work toward the vision as a community instead of separate user groups/organizations.

Challenges in Making Vision a Reality

Topics brought up by all small groups included:

- Conflicts between user groups
- Shoulder season
- Trail maintenance
- Funding
- Staffing
- Overcoming stereotype/branding of Oakridge

Other challenges mentioned include fees and enforcement, transportation, parking, the negative aspects of recreation such as over-crowding of trails, pollution, degradation of the environment, and impacts on local infrastructure, and community burn out from previous recreation strategic planning efforts.

Notes from Small Group Discussions

Common ideas were organized into 6 cross-cutting themes:

- Activities (disc golf, kayaking/SUP, Boating, etc.)
- Facilities
- Marketing/Branding
- Communication/Involvement/Education
- Jobs and Social Services
- Other topics to consider
 - Permitting
 - Seasonality
 - Funding

These themes will be used to guide future discussions at the remaining Oakridge Workshops. Each of the topics are outlined in more detail below with notes from the small group discussions.

Activities

- Increase access to water-based recreation activities such as SUP, boating, kayaking, and fishing.
- Addition of land-based recreation activities such as disc golf, hiking, mountain biking, horseback riding.
- Add new businesses to compliment recreation activities.

Facilities

- Improve overall maintenance of trails, facilities, and access points.
- Addition of amenities such as benches, picnic tables, and toilets.
- Increase and improve access to recreation opportunities (not always ADA).

Marketing/Branding

- What is Oakridge's brand?
- What does it want to be, how should it be marketed, and to whom?

- There is an opportunity to open the forest up more, both as an organization and for recreation opportunities.

Communication/Involvement/Education

- How should the Forest Service and City communicate more efficiently with residents and visitors?
- Need for appropriate Wayfinding/signage (mentioned in every group).
- Need for central space for collaboration/creating relationships between user groups.

Jobs and Other Social Services

- The people in Oakridge need local, well-paying jobs, including healthcare and childcare.
- Not enough staffing of facilities/amenities.
- Recognizing impacts on infrastructure/services, such as traffic.
- Opportunity for more guided services to attract visitors.

Other Topics to Consider

- Opportunity for increased permitting/bringing more guided services.
- The economy slows down in the winter months.
- How can the Forest Service bring in more money to assist in the goals above?

Future Oakridge Workshop Dates

Four future meetings will be held at the Oakridge High School Cafeteria:

February 25, 2020 from 6:00 – 7:30 p.m.

March 12, 2020 from 6:00 – 7:30 p.m.

April 14, 2020 from 6:00 – 7:30 p.m.

May 12, 2020 from 6:00 – 7:30 p.m.