

Public Engagement Summary

This Willamette Falls Legacy Project vision strategy is the result of an intensive, nine-month long community engagement process, that has built a broad base of supporters and champions. Project leaders and staff connected with thousands of participants through in-person conversations and online forums, including discussions with more than 62 local and regional groups ranging from civic to business, environmental and government organizations. Staff spoke one-on-one with hundreds of people of all ages at seven summer events including farmers markets, West Linn's Centennial Celebration and Concerts in the Park.

The first of three community interactive events was held at the First City Festival in July 2013 in Oregon City where participants contributed nearly 1,000 distinct comments and ideas for the site. In July and August more than 2,100 people commented through Metro's regional Opt In Online Opinion Panel and the online survey on the project website. Approximately 130 people learned and shared ideas in small group discussions at the second community interactive event in October at the Museum of the Oregon Territory. A second round of surveys through Opt In and the project website garnered an additional 1,900 responses. Nearly 100 people participated in the third community event at Ainsworth House and Gardens to review the draft Master Framework and Demonstration Plans. In addition, nearly three dozen participants signed up to become community champions to support implementation of the Willamette Falls Legacy Project.

The project team continues to stay connected with champions and engage new champions each week. Hundreds of people stay informed through the project website, Facebook page, Twitter feed, Oregon City News, email newsletter, and weekly online blog. The Facebook page alone reaches more than 1,400 people on a daily basis with updates on events as well as with a photo of the day. Weekly guided tours of the site are just one more way in which members of the public can get involved.

On March 6th, approximately three hundred supporters from throughout the region gathered at Keen Headquarters in Portland to celebrate the vision and spread the word about this historic opportunity. The number of Community Champions soared to more than one hundred people as elected officials and residents alike pledged their support to help implement the vision.

