



# Boardman Strategic Planning Community Outreach Summary

Prepared by MIG, Inc.

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## Introduction

The City of Boardman is embarking on an approximately two-year process to plan for the community's long-term growth and prosperity. The City is exploring where and how to grow in order to plan for jobs, housing, parks, and other essential community ingredients that ensure Boardman remains a vital and vibrant community for residents and workers. The City is concurrently working on a variety of different planning efforts to address these issues and identify community needs, including:

- Preparing an Economic Opportunities Analysis aimed at invigorating the economy;
- Drafting a Parks System Plan that emphasizes creating parks for all;
- Formulating a housing analysis to increase affordable housing options and contribute to the creation of healthy communities;
- Developing a Transportation System Plan aimed at connecting communities through safe and accessible transportation; and
- Updating the City's Development Code to consistently and effectively manage development across the City in accordance with these changes.

As an initial step in these efforts, the City is preparing a Strategic Plan that will include overarching goals and objectives that will help guide these and other City plans and policies. The City has been undertaking a variety of activities to engage a broad cross-section of the community in this effort. This document summarizes those activities and their results.

## Outreach Activities

The City has worked closely with staff at MIG, Inc. to conduct the engagement activities described below.

## Project Logos and Branding

The project team created a logo and tagline for the Strategic Planning effort. This included an general project logo and sub-logos for individual more specific planning efforts related to housing, transportation, economic development, development code updates, and parks. This combination of logos and branding guidelines will help the City and other teams take a consistent approach to preparing and formatting project materials. This in turn will help community members understand the connections between these efforts.

### *Individual Project Sub-logos*



## Presentation and Informational Materials

The project team has prepared materials for City staff and community partners to use in conducting Strategic Planning outreach and engagement activities. They included the following:

- Initial ½ page postcard in English and Spanish. This postcard briefly described the goals and timeline of the Strategic Planning process in general terms, encouraged people to engage in the process, and included links to the City’s Website News and Notes page and Facebook page.
- One-page project summary, including a more detailed description of the goals and topics associated with the Strategic Planning effort, city contact information, links to additional information sources, and other information.
- Text for email announcements and invitations to engage with specific community members.
- One-page announcement that will encourage community members to complete the questionnaire (Task 1.4). Participants will be strongly encouraged to complete the questionnaire online by using a QR code or link provided in the announcement.

- Postcard mailer encouraging community members to participate in the survey. This postcard was mailed to all addresses in the Boardman zip code area, which included 2,300 residents.
- The survey information was also sent to additional governing bodies and large employers, including Tillamook, Boardman Foods, and the Boardman Chamber of Commerce.
- Instructions for City staff to help in conducting on-the-ground engagement activities.

All of these materials were produced in English and Spanish.

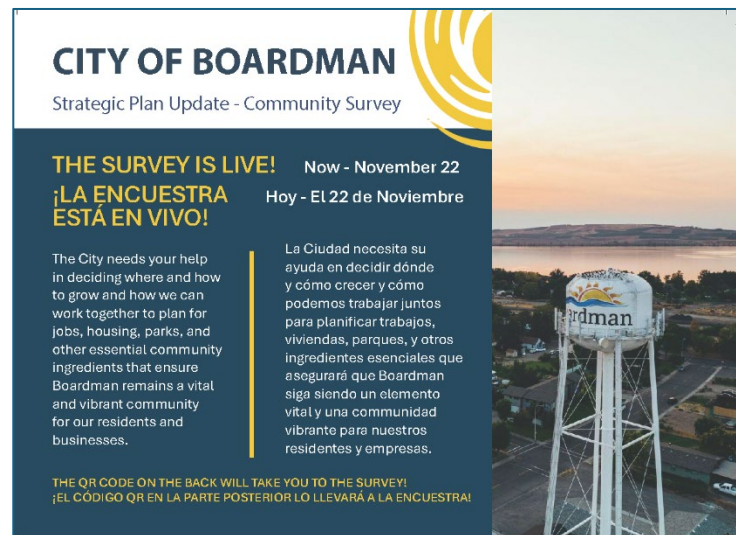
## Community engagement support

City staff attended a variety of events to encourage people to participate in Strategic Planning efforts, including the Community Survey described below. Events that staff attended included:

- Harvest Fest at the Sage Center
- A Riverside Football Game
- Sam Boardman Veteran's Assembly
- Senior Center Breakfast

City staff distributed the survey announcement and project summary document described above at these events and encouraged people to learn more about the process and follow links to the survey.

### Postcard Mailer – English and Spanish





## The City of Boardman is Planning for Our Future!

The City of Boardman is embarking on an approximately two-year process to plan for the community's long-term growth and prosperity. The City needs your help in deciding where and how to grow and how we can work together to plan for jobs, housing, parks, and other essential community ingredients that ensure Boardman remains a vital and vibrant community for our residents and businesses.

## What are our Goals?

What are we focusing on?

- ✓ Chart the City's future direction
- ✓ Engage community voices
- ✓ Understand the hopes, dreams, and concerns of the community
- ✓ Create a Strategic Planning Framework
- ✓ Guide future detailed planning efforts

## What key areas are the City focusing on with the update?



- Invigorating the economy;
- Creating parks for all;
- Increasing housing options and shaping healthy communities;
- Connecting communities through safe and accessible transportation; and
- Managing development across the City

## How does this relate to other planning processes happening in the city?

The City is undertaking a number of updates that will help bring the vision and hopes of the community to life:

- ✓ Comprehensive Plan Update
- ✓ Economic Opportunities Analysis
- ✓ Housing Needs Analysis
- ✓ Parks and Recreation Plan
- ✓ Transportation System Plan Update
- ✓ Development Code Update

## How can I participate?



Take this brief community survey to tell us what is important to you in planning for Boardman's future!!

Look for fact sheets, public meeting announcements, and the City website or Facebook page:

[www.cityofboardman.com](http://www.cityofboardman.com)

<https://m.facebook.com/p/City-of-Boardman-OR-61557341468242/>

## Community Survey

MIG worked with the City to prepare and distribute a community survey to ask people about their priorities for the community's future. This survey, coupled with the youth activities and meetings with City Council, serve as the cornerstones of the outreach process. The survey focused on the following topics and questions, with significant opportunities for people to provide open-ended responses:

### Assets

- What makes Boardman special or unique to me?
- Two things in Boardman that are going well.

### Challenges

- What are the two biggest issues facing Boardman over the next 20 years?

### Opportunities

- Things that I leave Boardman to do but wish I could do in town (for example: go to coffee shops, have more diverse food or grocery options, entertainment).
- What is missing in Boardman?

### Housing

- What are some challenges that you currently face with housing, if any?
- What types of housing do you feel Boardman needs more of?

## Youth Activities

To supplement the survey distributed to the broader population of Boardman, the project team and City staff worked with the Boardman School District to conduct activities with elementary and high school students. The high school students were encouraged to participate in an online survey which largely mimicked the survey for the broader public but presented the questions in a more approachable manner for young people. For elementary school students, the team drafted an in-class activity for teachers to use with their students. Schools that participated included Riverside Junior and Senior High School (grade 7-12), Windy River (grades 4-6), and Sam Boardman Elementary School (grades K-3). Questions specific to the youth activities included the following:

- If you were in charge of the future of Boardman, what would change?
- What do you like least about Boardman?
- Do you think you'll stay in Boardman when you get older/become an adult? If not, what would make you want to stay?

## City Council and Planning Commission Meetings

The project team conducted three meetings with the City Council and Planning Commission to provide information about and seek direction from them on the Strategic Planning effort, as well as to update them on the results of the activities described above. Meetings were conducted on the following dates:

- September 3, 2024, City Council Work Session – The project team described the goals and activities associated with the Strategic Planning efforts and had an initial conversation with Council members about their priorities for the future of Boardman.
- October 1, 2024, City Council Work Session – The project team reviewed the status of the Strategic Planning efforts and summarized the results of individual conversations with Council members about their priorities for the future of Boardman, as well as suggestions for who should be involved in the planning process.
- February 4, 2025, Joint Planning Commission and City Council Work Session – The project team reviewed results of the Strategic Planning outreach efforts to-date and preliminary planning recommendations based on the results and solicited comments from the Planning Commission and Council.

## Outreach Results

The Community Survey and accompanying outreach to high school and elementary studies undertaken by the City resulted in a significant level of participation, particularly for a community of Boardman's size. Results included 407 responses, which represent a slightly larger number of individuals due to the group nature of the youth activity. The breakdown of these results is presented below.

- **178 Community** individual responses
- **68 High School** individual responses
- **163 Elementary School** responses (these include a mix of individual responses and notes from classroom discussions)

The City made a special effort to hear directly from the youth of the community which paid off in a rich set of responses about the future of their community. All of the results were combined and are provided here under the survey/activity question or topic headings.

## Open-Ended Questions

A set of open-ended questions formed the core of this survey effort. These questions were provided in slightly different ways to make them approachable to the age groups targeted. The questions and alternate versions are grouped by category below:



- What makes Boardman special or unique to me?
- Two things in Boardman that are going well.

*-Elementary School Participant*

- Proximity to the Columbia River and Marina Park (All respondents)
- Community and connectedness (All respondents)
- Small and quiet (All respondents)
- Growing and diversifying (Community responses)

[illegible]

*Boardman Strategic Plan – Community Engagement Summary*

- What are the two biggest issues facing Boardman over the next 20 years?
- If you were in charge of the future of Boardman, what would change? [HS/Youth Version only]
- What do you like least about Boardman [Youth Only]

I want most roads in Boardman to have sidewalks and streetlights...to promote safety and comfort for those who walk around at night.

- Infrastructure and traffic (Community and High School responses)
- The high cost of housing (Community responses)
- Impacts of growth (Community responses)
- More things to do such as theater, shopping, food options (All respondents)

[illegible]

- Things that I leave Boardman to do but wish I could do in town? (for example: go to coffee shops, have more diverse food or grocery options, entertainment)



- Atracciones culturales y divertidas para hacer en familia o en categorías de acuerdo a las edades.

[Cultural and fun attractions to do with the family or in age-specific categories.]

- Community Respondent  
[Translated from Spanish]

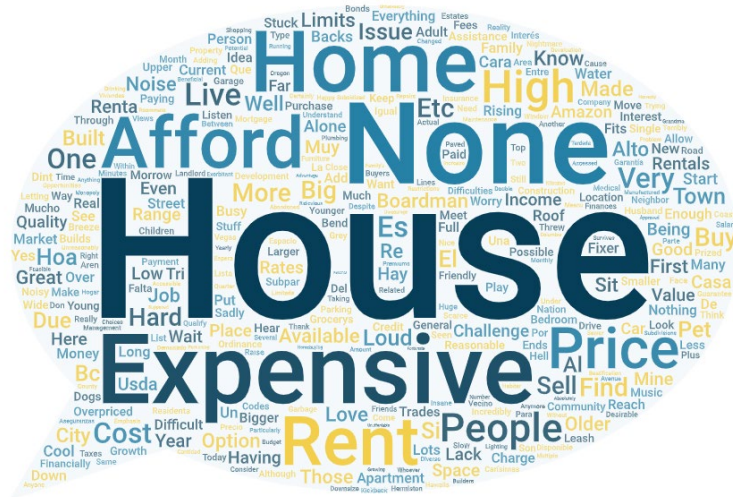
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The Community Survey asked two questions about housing, which is an important topic identified early in this process.

90 respondents indicated some type of housing challenge with most of these around the theme of cost and affordability. Specifically, responses included:

- Boardman Strategic Plan – Community Engagement Summary*

A word cloud of the results is presented below, and the full text is provided at the end of this summary.



The second housing question is summarized below.

What types of housing do you feel Boardman needs more of? Select all that apply	Count	% (including no response)
Individual stand-alone homes	127	73%
Rent-to-own options	68	39%
Duplexes	57	33%
Apartments	53	30%
Townhomes	49	28%
Mixed-use buildings (mix of commercial use and housing)	41	23%
Multigenerational housing	37	21%
Other (please specify)	31	18%
Near neighborhood centers	22	13%
Accessory dwelling units	12	7%
No response	12	7%
Total	163	100%

## Demographic Information

Demographic questions, like the housing questions, were only asked in the community version of the survey. A full documentation of the responses by question, indicating Community, High School, or Youth responses is included in a separate detailed summary of the survey results.

What is your relationship to Boardman? Select all that apply	I live in Boardman	I work in Boardman	I go to school in Boardman	I own a business in Boardman	I visit, shop in, and/or attend events in Boardman	I don't live in Boardman but I would like to live here	None of the above	No response	Total
Count	163	94	11	23	81	2	1	3	172
% (including no response)	93%	54%	6%	13%	46%	1%	1%	2%	100%

Participants could select more than one response regarding their relationship to Boardman. Results indicated that the majority of respondents either lived, worked, or visited/shopped in/or attended events in Boardman.

How long have you lived in Boardman? Feel free to skip this if you live outside of town.	Less than 5 years	5-10 years	10-20 years	20 years or more	No response	Total
Count	30	31	26	77	11	164
% (including no response)	17%	18%	15%	44%	6%	100%

The majority of respondents have lived in Boardman for over 20 years (44%), with the other categories being evenly distributed between less than 5 years, 5-10 years, and 10-20 years.

What is your age?	Under 18	18-26	27-35	36-45	46-55	56-65	65 or older	No response	Total
Count	0	15	40	36	33	24	21	6	169
% (including no response)		9%	23%	21%	19%	14%	12%	3%	100%

Engagement efforts managed to gather responses from quite a representative audience, with 18-26 and 65 or older respondents representing slightly less of shares of participants. Under 18 is not reflected in this response, as it pertains to the Community Survey, and not to the youth engagement efforts.

Select all of the following that describe your living/family situation	I have kids	I have multiple generations living in the same household	I live alone	I rent my house	I own my house	No response	Total
Count	91	32	17	28	113	6	169
% (including no response)	52%	18%	10%	16%	65%	3%	100%

Concerning household arrangements or living situations, participants could select multiple responses. However, when parsing through the data, in terms of housing tenure, it appears as though about 65% of respondents owned their house and only 16% rented. However, that might mean that some respondents did not answer that question in particular or supplemented an alternative response for housing tenure. For living situations, respondents reported having children in the home or multiple generations in one household more often than living alone. This may have implications for the types of housing needed throughout the community.

Select all of the following that describe how you engage in the community:	We primarily speak English at home	We primarily speak Spanish at home	We primarily speak a language that is not English or Spanish at home.	I have attended community meetings in the past in Boardman	I have participated in community surveys in the past for Boardman	I have never participated in a community meeting or survey before	No response	Total
Count	144	34	0	88	75	37	9	166
% (including no response)	82%	19%		50%	43%	21%	5%	100%

The majority of participants primarily speak English in the home, though 19% of respondents primarily spoke Spanish. Twenty percent of participants had not previously participated in a community survey or meeting prior to this engagement effort, which means that the project team was able to reach some community members that hadn't participated before.

My household income falls in the bracket:	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	More than \$150,000	No response	Total
Count	3	3	6	15	34	26	51	23	14	161
% (including no response)	2%	2%	3%	9%	19%	15%	29%	13%	8%	100%

According to the ACS 5-Year estimates (2016-2022), the Median Household Income (MHI) for Boardman is \$59,390. Sixteen percent of participants definitively fell below the MHI for Boardman, while 42% earned \$100,000 or more. This may be an important distinction to make when understanding the community's needs or levels of accessibility.