



Summary of Public Outreach

January 6, 2014

As a community, we are preparing an update of the Camas Comprehensive Plan that directs our city's long-term growth and development. The 2004 Plan helped lead the way for the neighborhoods, schools, parks and downtown that we enjoy today. Camas 2035 is a citywide process to envision our desired future 20 years from now and identify the policies and actions needed to get us there. The Camas 2035 outreach process is designed to meet the following objectives:

- Create a vision that preserves what Camas residents value most about Camas today, while planning for future generations.
- Ensure early and continuous public engagement through a variety of outreach methods.
- Build community support for the 2035 Vision and the subsequent comprehensive plan update.

Over the past six months, under the guidance of the Vision Steering Committee, hundreds of community members have participated in two rounds of Camas 2035 outreach activities. The purpose of the first round was to identify Camas' strengths and understand what residents value about Camas today. Outreach activities included:

- Online questionnaire completed by 417 community members.
- Conversations with key stakeholder groups, including the Camas Youth Advisory Committee (CYAC), Port of Camas/Washougal, Camas Parent Teacher Organization Leaders, Helen Baller Parent Teacher Association and Camas/Washougal Economic Development Association.
- Vision kick-off at Camas Days where community members recorded what they love most about Camas.

The purpose of the second round was to validate the draft vision statement and identify actions needed to achieve the vision. Outreach efforts were targeted to segments of the population that did not show strong participation in the first round, including the southeast quadrant of the city, seniors and youth. A second questionnaire distributed online and in paper form was completed by 177 people.

The following is a summary report of community outreach results. A detailed compilation of comments received throughout the process is available upon request.

ROUND ONE (July – November 2014)

Questionnaire

Who Responded?

While responses are fairly well distributed over various demographics, it is clear that different tools or targeted outreach are needed to reach the under 18 and 55 and older cohorts. Approximately 71% of questionnaire respondents fall between the ages of 35 and 54, significantly higher than the percentage of the population they represent. While it is unlikely that pre-high school youth would respond to this questionnaire, an overall response rate of 1.0% for those 18 and younger leaves room for improvement. Likewise, while rates of internet use are lower for people 65 and older, targeted efforts to reach seniors should be employed.

Age Group	Response %	2010 Census
18 or younger	1.0%	33.3%*
19 to 34	8.4%	13.9%**
35 to 44	39.8%	17.3%
45 to 54	31.6%	15.9%
55 to 64	15.3%	10.9%
65 and older	3.9%	8.7%

*Census cohort 19 and younger. **Census cohort 20 to 34

While the majority of respondents are longer-term residents of Camas, more than 41% moved here within the last 10 years. Approximately 8% of respondents work, but do not live in Camas.

Years Lived in Camas	Response
1 or less	6.8%
2 to 5	18.0%
6 to 10	16.7%
More than 10	48.5%
I work in Camas	8.3%
I am a visitor to Camas	1.7%

Responses have come in from all areas of the city. The highest percentage of responses came from NW Brady Road and NW 18th Ave., NW 38th and NW Parker St., and NW Lake Road and Sierra St. The southeast portion of the City is likely underrepresented so targeted outreach efforts should be employed.

Closest Intersection to Residence	Response
NW Brady Road and NW 18th Ave.	17.7%
NW Lake Road and Sierra St.	14.8%
NW 38th and NW Parker St.	14.0%
NW Fargo St and NW Logan	8.6%
NE 3rd Ave. and NE Adams	8.1%
NW 18th and Division St	6.7%
NE Everett and 43rd Ave.	6.7%
Leadbetter Road and 232nd Ave.	4.4%
NW Lake Road and NW Friberg-Strunk St.	2.0%
SE 2nd and SE Whitney	2.0%
Not sure/Not applicable	15.0%

What did they say?

What do you love/value most about Camas?

The excellent schools and “small town feel” are most often cited as what people value about Camas. Another important feature is the ready access to nature, such as open spaces, parks, trails, the Columbia River and Lacamas Lake. Residents value their neighbors and the broader community and see Camas as a safe, livable place to raise a family. Camasonians also appreciate the Camas downtown, as well as its proximity to Portland.

What are the City's two greatest strengths/assets?

Responses regarding Camas greatest strengths or assets are similar to the responses above. Camas schools are the overwhelming choice as the City's greatest strength, followed by trails, parks, open spaces and nature. The Camas community, downtown, people, and businesses all contribute to an outstanding quality of life.

The following “word clouds” help illustrate responses regarding what people value about Camas and the City’s greatest assets.

What we value



Greatest strengths/assets



Rate the importance of goals and aspirations identified in the 2004 Comprehensive Plan.

Camas residents strongly support comprehensive plan goals that promote the City’s “small town” atmosphere and vital, stable and livable neighborhoods. The Camas downtown, recreational opportunities and preserving the City’s natural assets also receive strong support. Camasonians support quality public facilities, a vibrant and diverse economy and robust public participation in land use decisions. Receiving less support are providing a variety of housing types to meet the needs of the community and providing “a safe, balanced and efficient transportation system that supports industrial, commercial and residential uses.”

Goal	Average
Camas' "small town" atmosphere.	3.68
Vital, stable and livable neighborhoods	3.64
Downtown as a unique and special place to visit, shop and live	3.64
Optimal active and passive recreational opportunities for present and future residents	3.61
Preservation, restoration and improvement of the natural environment	3.60
Public facilities, services and utilities to ensure the quality of life for current and future community members	3.42
A strong, vibrant and diverse economy	3.38
Early and continuous public participation for all community members in the development of land use plans and regulations	3.35
A variety of housing opportunities to meet the needs of all members of the community	2.86
A safe, balanced and efficient transportation system that supports industrial, commercial and residential uses	2.77

Highest possible score is 4.0.

What should the City do to make Camas an even better place to live or visit in the future?

Camasonians would like to see new recreational amenities, such as an indoor pool and community center, as well as more parks and trails. New businesses and employment opportunities, and investment in city infrastructure also are important. Camas residents would like to develop or renovate underutilized properties, while preserving those structures with historic value. Less important to residents are pursuing additional entertainment options, cultural activities, gathering places or retail services.

Priority	Responses		
	#1 Action	#2 Action	#3 Action
Add new recreational amenities (indoor pool, community center, tennis courts)	72	51	36
Recruit new businesses for more employment opportunities	66	51	42
Invest in infrastructure (roads and bridges, municipal buildings, water and sewer)	57	46	43
Add more parks and trails	59	46	30
Renovate/develop underutilized properties	19	34	54
Preserve historic structures and features	22	31	32
Promote cultural and social activities (theater, public art, music in the park)	20	26	47
Create a public gathering space (plaza or square)	21	31	19
Pursue additional retail services	14	27	19
Pursue additional entertainment options	5	9	19

In what ways are you most likely to participate in the Camas 2035 Vision process?

Going forward, Camas residents are prefer to participate in the 2035 process by completing online questionnaires and staying informed via email or local newspapers. Residents are less likely to participate through groups of which they are a member, social media or public meetings. Most Camasonians prefer not to give public testimony.

Activity	Response
Complete online questionnaires	77.1%
Stay informed by email	60.3%
Read articles in the Camas Washougal Post Record or The Columbian	51.7%
Participate through groups of which I am a member (e.g., school, church, civic organization)	38.0%
Follow the vision Facebook page	32.0%
Attend public meetings	30.3%
Comment on the vision website	28.0%
Give testimony at public hearings	8.6%

Community Conversations

The following is a summary of key comments made during community conversations.

Port of Camas Washougal

Camas' strengths include its location relative to SR 14 and easy access to I-5 and I-205, the School District and sports programs, proximity to rural areas and downtown Portland, and access to recreational and shopping opportunities. The City should continue to be good stewards of the environment while seeking opportunities to ease the development process. More shopping opportunities are needed within Camas to reduce travel.

Camas Parent Teacher Organization Leaders

Camas greatest assets are its schools, sense of community, proximity to Portland and natural areas/views and recreational opportunities. The City should protect trees and open spaces, close the income disparity, update and maintain park facilities and encourage more professional services and specialists.

Camas/Washougal Economic Development Association

Camas' schools, quality of life, parks/trails and housing are its greatest assets. Camas and Washougal are seeking more development-ready sites, such as the Steigerwald Commerce Center, Camas Meadows and North Dwyer Creek Business Park as environmental constraints are present across much of the city in the form of floodplains and steep slopes. The City should seek opportunities to add a variety of housing options to meet the needs of all of its residents.

Hellen Baller Parent Teacher Association

Camas' greatest strengths are its schools, green space and small businesses. The City does an excellent job of providing planning, police and infrastructure services. The mill is another important element of the community. In the future, more transportation and housing options are desired along with recreational opportunities and a community center. Specific goods and services also are needed, such as a bakery, book store and café for parents with young kids.

Camas Youth Advisory Committee (CYAC)

CYAC members believe one of Camas' primary assets is Camas High School, which brings the community together. Downtown is a central gathering place with sufficient retail to serve the community and other amenities, such as the farmers market, library and theater. Students value the city's parks, trails and recreational opportunities as well as easy access to natural features like mountains and beaches. CYAC members also appreciate the nice people and residential neighborhoods that are Camas. Students are concerned about population growth and want to see Camas High School, downtown and a new community center as central gathering places. They are interested in preserving the sense of community and safety Camas enjoys today. CYAC members believe transportation and environmental measures are needed to address traffic congestion and pollution. They anticipate a more diverse population and want to ensure that community members are not divided by socio-economic differences.

ROUND TWO (December 2014 – January 2015)

Questionnaire

Who Responded?

As in the first round, we saw very few survey responses from residents age 34 and younger and none from those under 18. Low turnout may be due in part to the survey being conducted at a time when school was not in session. Targeted efforts to reach seniors were successful as responses from those 65 and older make up 16.6% of the responses, four times the share of round one.

Age Group	Response %	Round One Response %
18 or younger	0.0%	1.0%
19 to 34	8.0%	8.4%
35 to 44	30.7%	39.8%
45 to 54	30.7%	31.6%
55 to 64	14.1%	15.3%
65 and older	16.6%	3.9%

*Census cohort 19 and younger. **Census cohort 20 to 34

As in the first survey, more than 56% of respondents have lived in Camas for more than 10 years, while approximately 41% have lived here fewer than 10 years.

Years Lived in Camas	Response
1 or less	4.0%
2 to 5	18.0%
6 to 10	20.0%
More than 10	55.3%
I work in Camas	2.0%
I am a visitor to Camas	0.7%

Vision Validation

Introduction

In the year 2035, residents of Camas continue to appreciate their community as a safe, welcoming and livable place for people of all ages. Camas maintains its small town character while accommodating current and future residents. Excellent schools, a vibrant downtown and ready access to metropolitan amenities, parks, trails, open space, the Columbia River and Lacamas Lake are enjoyed by all. The Camas Farmer's Market, First Fridays, Camas Days and other community events bring neighbors together.

97.1% of respondents support or strongly support the introduction to the vision statement.

	Responses	Response %
Do not support	2	1.2%
Somewhat support	3	1.8%
Support	36	21.1%
Strongly support	130	76.0%
Total	171	100.0%

Vital, Stable and Livable Neighborhoods

Camas is a well planned and connected city where residents enjoy pedestrian and bicycle paths between neighborhoods and to downtown. Historic structures are maintained and rehabilitated to accommodate new homes and businesses. There is a wide variety and range of affordable housing for all ages and income levels. Quality public facilities, services and utilities contribute to a high quality of life. Residents enjoy a variety of social and cultural activities to celebrate the city, its history and its people.

91.7% of respondents support or strongly support the statement on vital, stable and livable neighborhoods.

	Responses	Response %
Do not support	5	2.9%
Somewhat support	9	5.3%
Support	58	34.1%
Strongly support	98	57.6%
Total	170	100.0%

Diversified Economy

Downtown Camas retains its main street atmosphere as a walkable, attractive place to shop, with local businesses and low vacancy rates. The economy has grown to attract manufacturing and high tech companies offering stable employment opportunities and family wage jobs. Camas is a gateway to nature and recreational opportunities, leading to a robust tourism industry.

93.0% of respondents support or strongly support the statement on a diversified economy.

	Responses	Response %
Do not support	5	2.9%
Somewhat support	7	4.1%
Support	53	31.2%
Strongly support	105	61.8%
Total	170	100.0%

Public Services

Camas continues to have an excellent school system, an asset that draws young families to the community. Students and their families enjoy the city's parks, trails and recreational opportunities, which are well maintained by city employees and volunteers. The library continues its vital role as a community gathering place. Residents of all ages gather at the community center to socialize and enjoy its many amenities. Citizens value the services of well funded police, fire, planning and parks departments.

95.9% of respondents support or strongly support the statement on public services.

	Responses	Response %
Do not support	2	1.2%
Somewhat support	5	2.9%
Support	29	17.1%
Strongly support	134	78.8%
Total	170	100.0%

Natural Environment

A wildlife corridor enhances the trail system throughout the city and connects to the Columbia River. Lacamas Lake is treasured as a unique resource for recreation. The parks and trails are well maintained and handicap accessible. City policies protect trees and open spaces.

97.4% of respondents support or strongly support the statement on the natural environment.

	Responses	Response %
Do not support	2	1.3%
Somewhat support	2	1.3%
Support	19	12.0%
Strongly support	135	85.4%
Total	158	100.0%

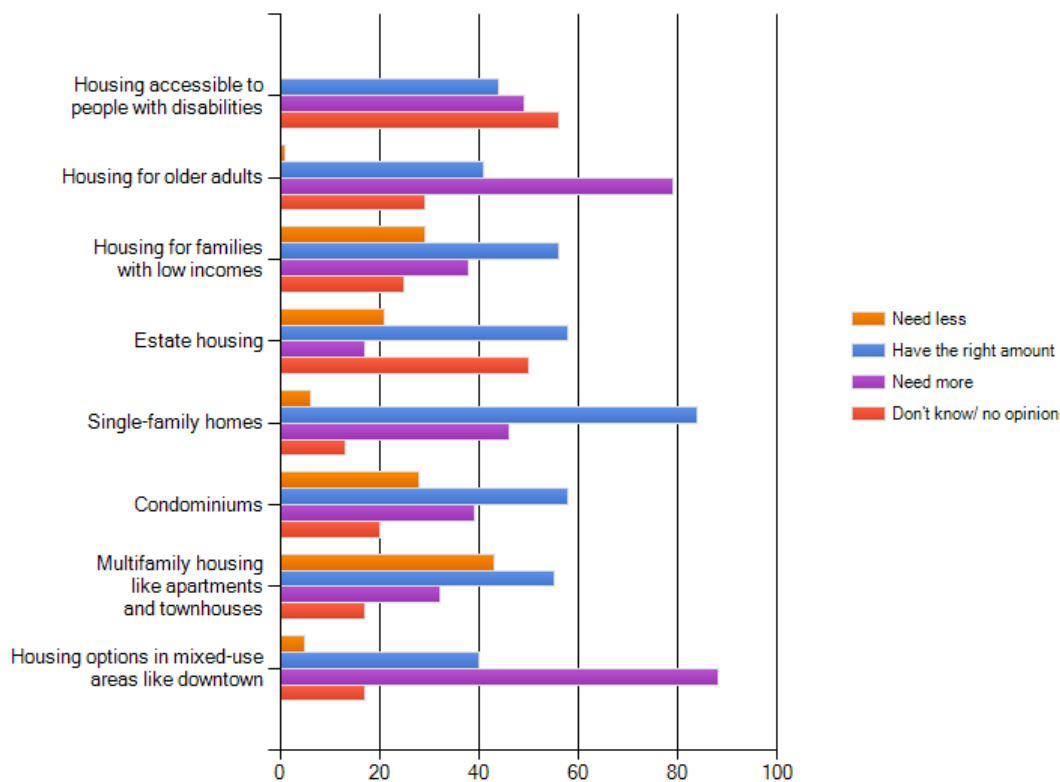
Vision Actions

Housing

What types of housing do we need over the next 20 years?

Respondents indicate that housing options in mixed-use areas like downtown are most needed, followed by housing for older adults and people with disabilities. A majority of respondents feel that the city has the right amount of single-family homes, estate housing, condominiums, housing for families with low incomes and multi-family housing.

What types of housing do we need over the next 20 years?

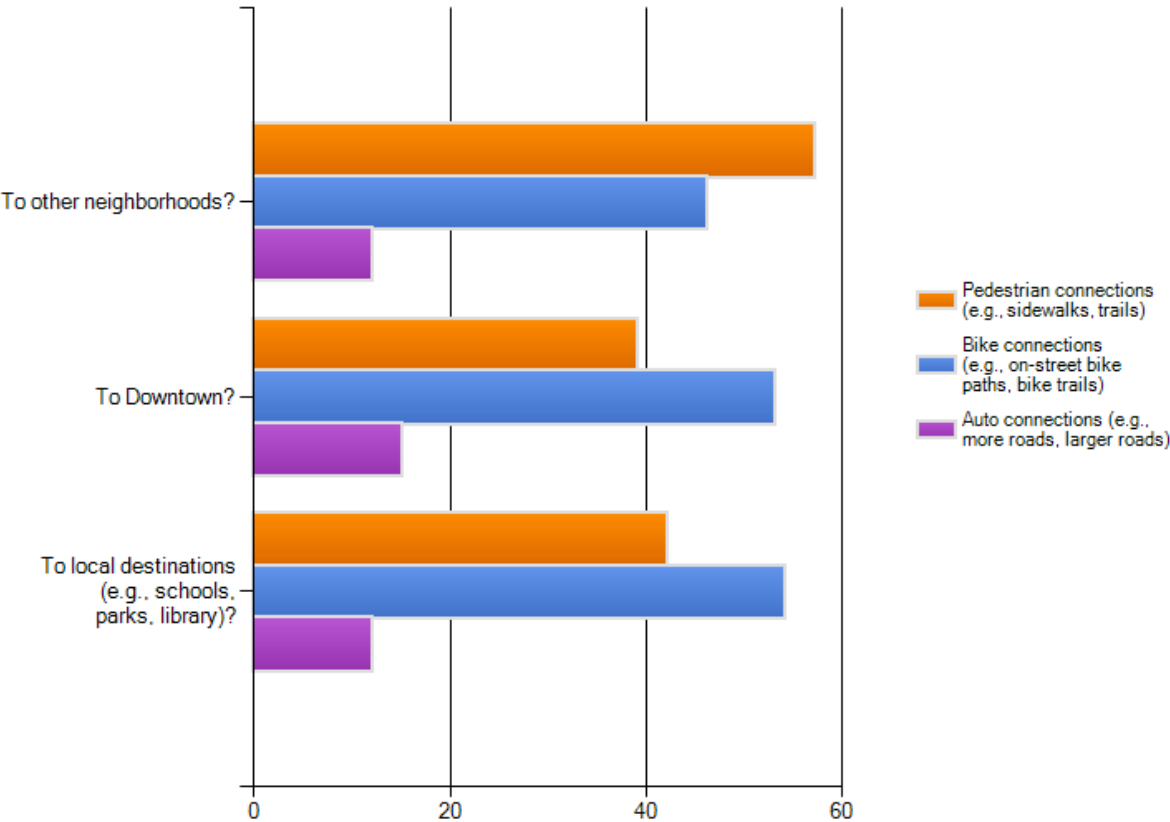


Connections/Transportation

What connections does your neighborhood need over the next 20 years?

Respondents indicate that better pedestrian and bike connections are needed throughout the city, with a focus on pedestrian connections between neighborhoods and bike connections to downtown and local destinations.

What connections does your neighborhood need over the next 20 years? Select all that apply.

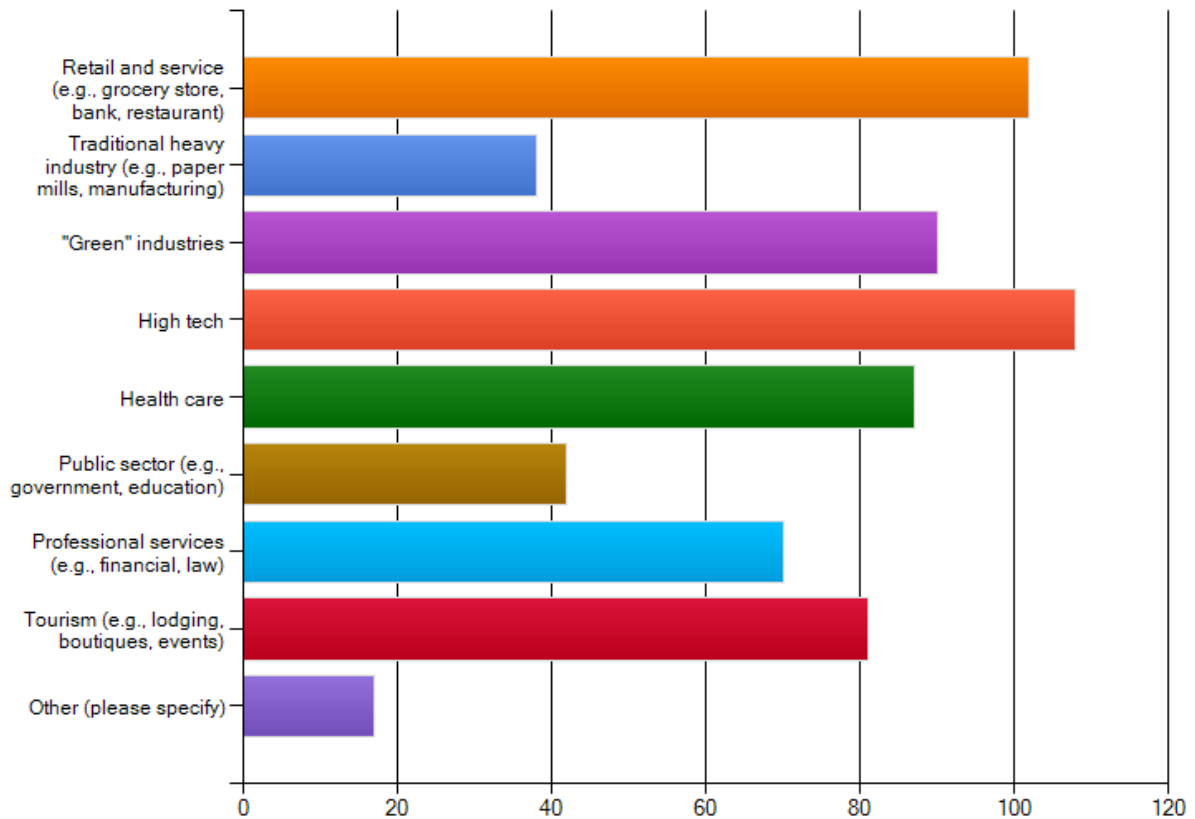


Economy/Jobs

What types of businesses do we need to provide jobs or meet daily needs over the next 20 years?

Respondents desire high tech businesses most, followed by retail and service, “green” industries, health care and tourism. Public sector and traditional heavy industry are least desirable.

What types of businesses do we need to provide jobs or meet daily needs over the next 20 years? Select all that apply.



Community Facilities

What additional community facilities do we need over the next 20 years?

A majority of respondents feel that more is needed of all the services listed with the exception of library services.

