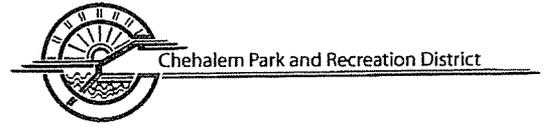
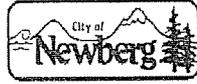


# *Beyond the Vision*

**The Chehalem Valley  
in 2020**

*Chehalem Valley Strategic Plan*



CITIES OF NEWBERG AND DUNDEE, CHEHALEM PARK AND RECREATION DISTRICT, NEWBERG PUBLIC SCHOOLS AND YAMHILL COUNTY

## Dear Chehalem Valley Residents

"Beyond the Vision" is a joint effort of five local jurisdictions in the Chehalem Valley: the cities of Newberg and Dundee, Newberg PUBLIC SCHOOLS, Chehalem Park and Recreation District, and Yamhill County, to implement the VISION for the Chehalem Valley created by our residents and public officials over the past several years.

This vision was clearly articulated by members of our community several times since the mid 1990s. Chehalem Future Focus I and II, the Dundee Citizen Action Committee, the City of Dundee, the Newberg Downtown Association, and the Newberg City Council have all put forward a consistent VISION of a "desired future" for the Chehalem Valley and the Cities of Dundee and Newberg. All these efforts involved extensive community input and participation from the residents of the Chehalem Valley.

This current effort to move "Beyond the Vision" began in November of 2001 with two workshops that included all the elected officials of the five jurisdictions in this joint effort. Based on the VISION created by our community, the elected officials identified capital improvements and operating projects that could be jointly implemented at a cost savings to local taxpayers. Since that time this process has been guided by a Steering Committee comprised of elected officials and the chief administrative officers of the participating jurisdictions.

Extensive community input for this effort was solicited through three community forums, two in English and one in Spanish. These efforts were supplemented by two random sample surveys of the residents of the Chehalem Valley. Together, these efforts provided excellent community guidance in ranking the various projects according to the priority of local residents.

To provide continuity for this effort into the future, "Beyond the Vision" will be brought before the governing bodies of each of the jurisdictions for final comments from our citizens and formal adoption in February 2004. It is the intent of the Steering Committee guiding this process to update this strategic plan annually after first checking in with our Chehalem Valley citizens as we have done in the preparation of this document.

We would like to thank the many participants who willingly gave of their time to attend public forums, meetings, and to respond to the questions which were asked in the random sample surveys carried out as part of this process. We look forward to a continuing dialogue with the residents of the Chehalem Valley as we move forward with the continuing implementation of "Beyond the Vision."

**Roger Worrall**  
Former Mayor of Dundee

**Bob Stewart**  
Mayor of Newberg

**Melinda Van Bossuyt**  
Chair, Newberg Public Schools  
Board of Directors

**Mike McBride**  
Chair, Chehalem Park and Recreation District  
Board of Directors

**Leslie Lewis**  
Chair, Yamhill County Board of Commissioners

**A cooperative governmental effort by**

City of Dundee

City of Newberg

Chehalem Park and Recreation District

Newberg Public Schools

Yamhill County

The preparation of this report was funded in part with a grant from the Oregon State Lottery through the Mid-Willamette Valley Community Development Partnership for the purpose of promoting economic and community development.

# *Beyond* the Vision

## *A Strategic Plan for the Chehalem Valley*

**Chehalem Valley Vision for 2020 ..... page 6**

**Creating a Strategic Plan.....page 10**

Mission and Goals  
Background  
Citizen Involvement

**Vision Action Plan .....page 12**

Governance and Civic Involvement  
Education  
Economy and Employment  
Health and Social Services  
Public Safety  
Housing  
Culture and the Arts  
Transportation  
Downtown Development  
Parks, Greenways and Riverfront  
Sustainability  
Communications

**Appendices .....page 16**

Steering Committee  
Capital Projects  
Operational Projects  
Communication Plan  
Financial Data  
Survey Data  
Latino Forum

# A Vision of the Chehalem Valley in 2020

*The downtown Newberg and Dundee core areas are vibrant commercial areas, with both cities maintaining a “small town” downtown atmosphere and character.*

## **Community Identity**

Around the year 2020, the Chehalem Valley continues to be independent from the larger Portland Metropolitan Area to the north, and is characterized by a friendly, small-town atmosphere. It’s a community that retains its distinct geographical, historical and cultural identity, preserving a “small town” feeling of livability. The downtown Newberg and Dundee core areas are vibrant commercial areas, with both cities maintaining a “small town” downtown atmosphere and character. Newberg’s downtown is integrated with George Fox University and linked to the riverfront, while Dundee’s small town atmosphere is characterized by a redesigned business district lying just west of 99W and linked to the riverfront. The riverfront is a focus of economic and recreational activity.

The towns are characterized by well-planned and livable neighborhoods. The area’s healthy environment preserves the beauty of the natural surroundings—the valley and hills, forests, agricultural lands, rivers, streams and air quality. Agricultural activities and open space preserve the views from surrounding hillsides. Cultural diversity creates opportunities, and local residents have engaged those opportunities. General happiness, personal growth and strong families are encouraged and promoted.

## **Governance and Civic Involvement**

Citizen engagement and involvement are emphasized in planning and implementation. Collaboration and both informal and formal partnerships between local governments, the business community, schools, private organizations and citizens lead to successful planning and completion of civic projects. The cities of Newberg and Dundee have developed a highly organized volunteer program represen-

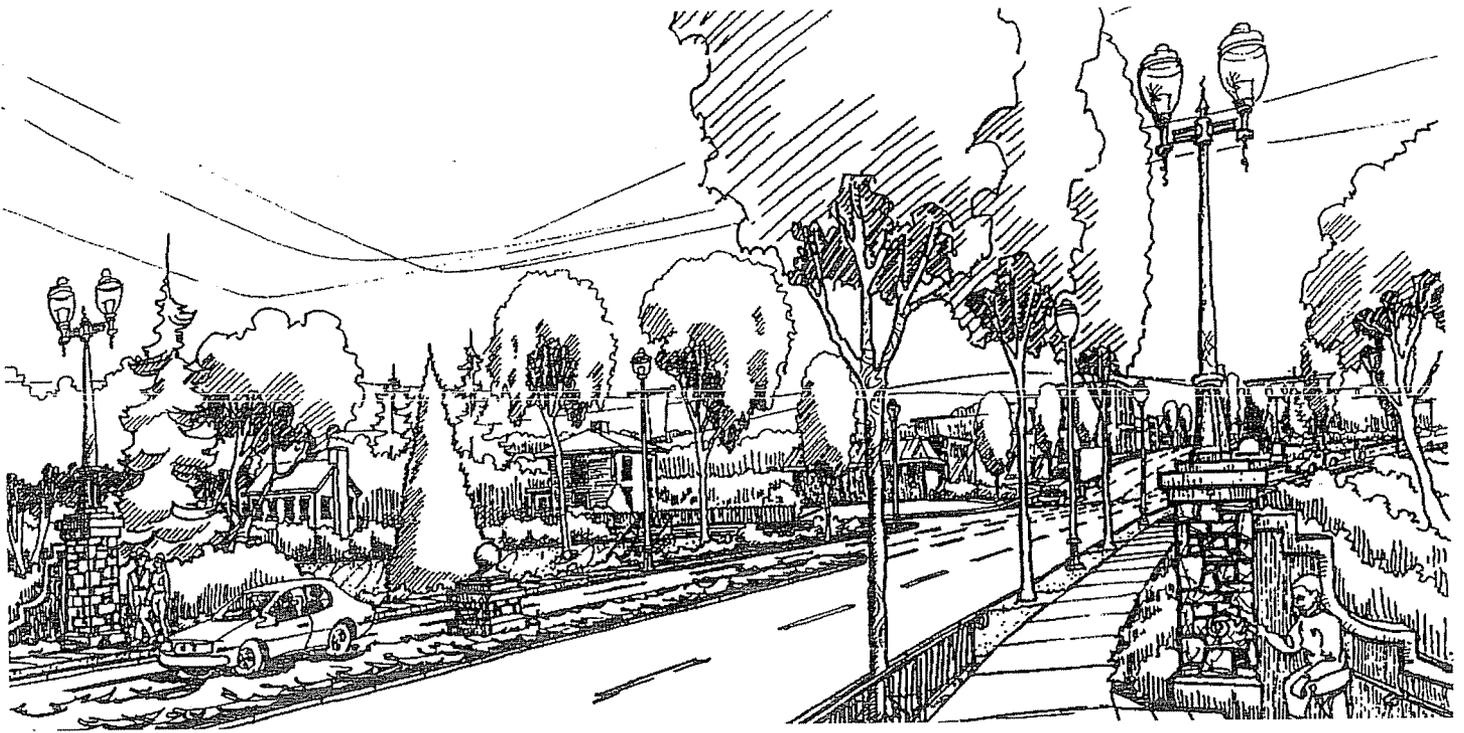
tative of the diverse population of the area, and the public sector, the private sector, George Fox University and local churches collaborate to ensure that new ways for citizen engagement are constantly offered. Local governments are proactive and assertive in sharing information with the citizens of the Chehalem Valley, and listen carefully to citizen responses to their communiqués.

## **Education**

Students achieve high academic standards. Students are actively involved in community service and leadership roles within the community. Schools are safe and orderly and reflect the cultural diversity of the community. The individual needs of students are met through special programs and by providing alternatives to traditional schooling.

Technological changes provide easy access to information and education for all Valley residents. A second high school, third middle school and additional elementary schools have been constructed to meet the needs of a growing student population. Public school facilities are designed and maintained to meet the needs of public school students and to serve the greater community. Where practical, facilities are jointly financed and managed by cooperating jurisdictions and other entities. The school district lead a coalition of community groups to establish an Early Childhood Education Center.

The Newberg School District has broadened partnerships with the community college, George Fox University and local business to provide professional technical opportunities for high school youth. Newberg School District is an active partner with other educational entities in creating opportunities for continuous learning throughout the community.



### **Economy and Employment**

A diversified economy provides balanced economic opportunities for the residents of the Chehalem Valley. Agriculture and agribusinesses are an important component of the local economy. The natural beauty of the area encourages tourism and the wine industry. A carefully targeted retail recapture strategy has encouraged more local shopping and minimized buying outside of the area. Downtown areas are vibrant commercial areas that support the local economy.

Clean industries have been developed using a “campus” design. Plenty of family wage jobs are available for citizens of the area. Tourism is a major economic force, its strengths based on the premise that the Chehalem Valley is 1) the gateway to the wine country; 2) characterized by a clean and comfortable environment; and, 3) offers the historical experience of a friendly, small town and village America in the earlier period of the 20<sup>th</sup> century. As a destination location for visitors, the community of Dundee now has two small exclusive hotels and bed and breakfast inns. The service industry has expanded, with the health industry and health research being a major provider of employment in this sector of the economy.

### **Health and Social Services**

Health care is provided locally through a one-stop health care facility. Social services are also available locally.

### **Public Safety**

The Chehalem Valley is an ideal and safe place for families and children. Local citizens work closely with the business community, churches, schools, public agencies and law enforcement to develop programs that promote public safety for youth and the general citizenry. The result is a physically safe community, downtown, and park areas that allow a diverse population to grow and prosper without threat to person or property.

### **Housing**

Diverse housing opportunities of high quality are available, including executive housing with a golf facility that attracts residents of higher income, historic homes, affordable housing for low and moderate income residents, rentals, condominiums, and housing for the elderly, disabled and disadvantaged.

*Plenty of family wage jobs are available for citizens of the area. Tourism is a major economic force.*

### **Culture and the Arts**

To meet citizens’ cultural needs, diverse amenities are offered that include live theater, museums, historical venues, and public art. Museums focus community and tourist attention on the local heritage and history of the area. George Fox University assists in providing a focus for cultural events promoting the values of the area. The Chehalem Valley Arts Center in the old Central School is home for local groups, classes and visiting artisans and thespians, and a facility for meetings, events and community service.



*Dundee and Newberg have successfully established an efficient transportation corridor and community transportation system for residential and commercial traffic.*

### **Diversity**

The trend towards greater cultural diversity that began in the early 1990's has continued through 2020, providing new opportunities for civic and cultural engagement within the Chehalem Valley. The residents of the area have effectively engaged these new opportunities. The Latino population is well represented in both government and business.

### **Transportation**

The Chehalem Valley has developed a safe and efficient transportation network that promotes ease of movement throughout the Valley. A commuter rail line connects the Chehalem Valley with Portland and McMinnville. Dundee and Newberg have successfully established an efficient transportation corridor and community transportation system for residential and commercial traffic. Newberg has embraced the volume of traffic downtown as a symbol of vibrancy. The traffic makeup now includes autos

and alternative modes of transportation such as bicycles, pedestrians, trolley and mass transit. Commercial and truck traffic has been rerouted out of downtown. Efficient parking has been provided in both Dundee and in Newberg.

In Newberg, First Street is the main street, a two way street including a landscaped median strip, angled parking, transit stops, bike lanes and extra wide sidewalks for customers. Traffic calming devices exist, including bulb-outs to slow traffic. Hancock Street and Second Street are one way streets with two lanes and parking on both sides. Where appropriate, the street system has been developed in a grid pattern to tie the community together physically and socially. In Dundee, the redesigned street and bypass system for 99W enhances and supports the local economy. The highway is visually attractive with its award winning landscaping, creative traffic islands and accessible parking areas. The eastern and western portions of the community are connected by appealing pedestrian bridges over 99W.

## Downtown Development

The Newberg Downtown Association, the City of Newberg, The Newberg Area Chamber of Commerce and a diversity of local groups worked in partnership to revitalize the downtown Newberg area along a "vintage eclectic" downtown theme. The downtown is seen as customer-friendly with a variety of successful businesses including retail shops, restaurants, sidewalk cafes, boutique shops, salons, bakeries and other commercial activities.

The area from the Police building to the Old Central School has been redeveloped into a central plaza that ties the community together while anchoring downtown. Downtown vacancies have been filled, and the old Loren Berg property is now Butler Market Place, a charming place for shopping and entertainment located on the Civic Corridor that goes from Central School to Memorial Park. Adequate parking characterizes the downtown areas of Newberg and Dundee. Newberg now has a successful Farmer's Market located in a highly visible area of the downtown, showcasing local agricultural, craft and artistic products.

The businesses and buildings reflect the bygone era of the early 1900s with historic street lighting, while the sidewalks have brink extensions making them wider. There are benches, hanging baskets and flower boxes, public restrooms, waste receptacles and water fountains located throughout the downtown area. The Hess Creek gateway to downtown has been improved with flowering trees, vintage lighting, wrought iron railings and a footbridge linking both sides of Newberg over Hess Creek. The Newberg downtown is linked to the riverfront by the charming restored vintage trolley named the Red Electric" after the electric railway system of the early 1900s

Dundee's redesigned business district lies just west of 99W and includes the Sociability-Administrative Center and a series of specialty shops and services pioneered by Ponzi in the late 1990s. The Visitor's Center and civic facilities anchor the center and its activities near the town square. The main street and new businesses have been beautified and are linked to a 20-acre riverfront park.



## Parks, Greenways, Riverfront Development and Open Space

A park system of neighborhood, community and regional parks is in place to provide opportunities for individuals and groups within the Chehalem Valley to become physically, socially, psychologically and spiritually enhanced. The Willamette River has been reclaimed and is an integral part of the community.

The Cities of Dundee and Newberg, the County, the Chehalem Park and Recreation District, the State of Oregon and other public and private organizations have cooperated to create a riverfront park that connects Newberg with Dundee and other parts of the region. Dundee's and Newberg's pedestrian friendly riverfront, scenic picnic areas, quality regional and neighborhood parks, specialized recreational facilities, fine shops and eateries attract local families as well as connoisseurs of fine wines and restaurants. This riverfront park has become the community gathering place and helps to support the sense of community and the rejuvenated downtown. Natural areas, habitat for wildlife, agricultural land and open space have preserved the views from surrounding hills. A greenway system links pedestrian paths along clean rivers and streams and a public golf course provides recreational opportunities for local citizens

*Dundee's and Newberg's pedestrian friendly riverfront, scenic picnic areas, quality regional and neighborhood parks, specialized recreational facilities, fine shops and eateries attract local families as well as connoisseurs of fine wines and restaurants.*

# Moving Beyond the Vision

## Creating a Strategic Plan for the Chehalem Valley

### Mission

The mission of the Chehalem Valley Strategic Planning process is to complete a collaborative strategic plan, based upon a common vision, that will provide collective guidance for programs, projects, plans and policies among the jurisdictions of the Chehalem Valley to benefit their citizens.

### Goals

- To identify specific collaborative and independent jurisdictions' programs and projects and to work with the community towards their implementation.
- To involve citizens in all aspects of strategic planning and implementation.
- To develop mechanisms that broaden and strengthen sustainable collaborative communication among and between jurisdictions and the citizens of the community.
- To continue the process of reviewing, revising and implementing the strategic plan and its programs on an ongoing basis.
- To insure wise and prudent use of public resources.

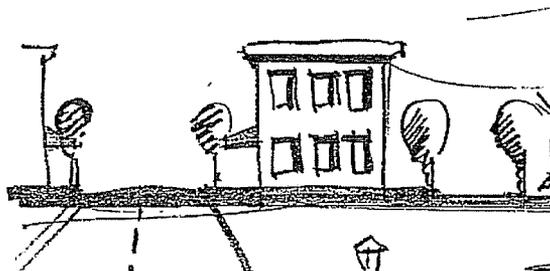
### Background

Initiatives to articulate a vision of the future of the Chehalem Valley were carried out at the jurisdictional and joint jurisdictional levels by the cities of Dundee and Newberg, the Newberg School District and the Chehalem Park and Recreation District since the beginning of the 1990's. More recently, Yamhill County and the Newberg Downtown Association joined these efforts to articulate a vision of what the future of the Newberg downtown area should be.

Extensive community involvement has characterized all of these efforts. Broad based community involvement has included participation by residents in public forums, community surveys and small group meeting that included residents, policy makers and staff of the participating jurisdictions.

The first Chehalem Future Focus was developed by these same jurisdictions in 1991 and adopted by each in 1992. Chehalem Future Focus II was carried out by these same jurisdictions in 1994, and its results were published in early 1995. In early 2001, the city of Dundee and the Dundee Citizen Action Committee completed a 20-year vision statement for Dundee. Concurrently, the Newberg Downtown Association completed their 20-year vision statement for the future of downtown Newberg. The Newberg City Council included a statement of their "desired future" in their City Council Advance published in March of 2001.

A comparison of these efforts shows surprising similarity and congruence among the visions developed in the different visioning processes undertaken over the past 10 years. Following is a summary of the more important elements of this shared vision of how the Chehalem Valley might look in the year 2020.



## Citizen Involvement

Extensive citizen involvement characterized the development of "Beyond the Vision." The project was conceived and designed as a joint project of four Chehalem Valley jurisdictions, and guided by a cooperative Steering Committee including the cities of Dundee and Newberg, the Newberg School District and the Chehalem Park and Recreation District. Representatives of Yamhill County later joined the Steering Committee.

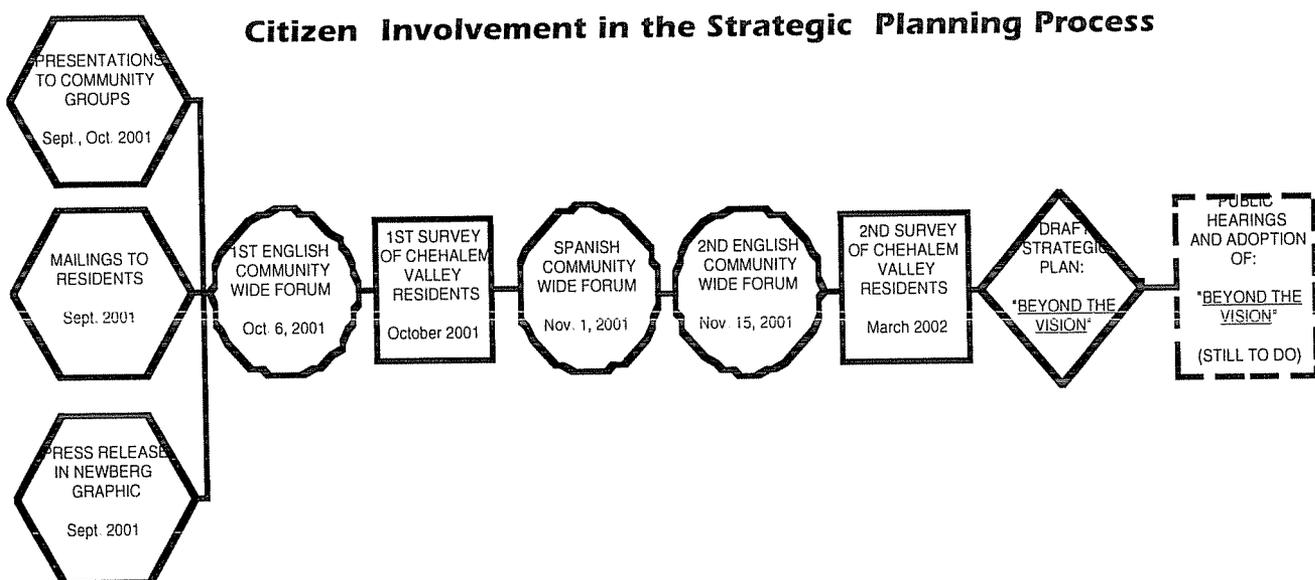
Because of the long history of visioning work that had been carried out in the Chehalem Valley, it was decided to focus the Chehalem Strategic Plan on implementing the commonly shared Vision identified over previous years. The plan was named "*Beyond the Vision: The Chehalem Valley in 2020*".

Elected and administrative officials from all of the jurisdictions first came together in two workshops to identify how the common Vision for the future of the Chehalem Valley might become a reality. Elected representatives and administrative staff identified specific projects that jurisdictions could complete collaboratively and individually. These projects became the basis for extensive community involvement and input.

To involve residents in this process, three community-wide forums were held. Two of these forums were held in English. A Latino forum was held in Spanish to involve the Chehalem Valley Latino population in the planning process.

To inform community members about these forums, the Steering Committee made presentations to 17 community groups, mailed 720 invitations to invite residents to the forums, and advertised the forums in the *Newberg Graphic*. Presentations were made to the AM and PM Rotary Clubs, Newberg Block Parties, City Club, Kiwanis, Ministerial Alliance, the Economic Development Chamber Forum, George Fox University, Yamhill County, the Chamber Board, *The Newberg Graphic* Board of Directors, High School Leadership, and to citizens attending the Transportation forums.

Citizen feedback further developed the strategic plan. Two random sample surveys of Chehalem Valley residents were conducted by the *Nelson Group* in 2001 and 2002 to identify issues of importance and to rank projects according to resident preferences and priorities. The executive summary of these surveys is included in the appendices.



# Moving Beyond the Vision

## A Plan for Action

*“Doing government better” in the Chehalem Valley means more efficient operations through greater cooperation, combining resources and regular communication.*

The plan to move “Beyond the Vision” focuses on tangible, “bricks and mortar” capital improvements plus changes in the way local governments operate. The Steering Committee established several smaller work groups to develop a series of initiatives to improve government operations in several areas.

### **Governance and Civic Involvement**

#### **Operational Improvements**

“Doing government better” in the Chehalem Valley means more efficient operations through greater cooperation, combining resources and regular communication. Collaborative operational efforts focus on:

- Information systems and telecommunications to save costs and expand networking systems
- Land use planning to determine potential areas for future growth and development
- Maintenance and equipment sharing to explore ways to create cost savings
- Purchasing goods and services cooperatively to create cost savings
- Public works projects to create cost savings

### **Education**

#### **Operational Improvements**

Newberg School District, Chemeketa community College, the Newberg Area Chamber of Commerce, Chehalem Park and Recreation District and George Fox University are working together to:

- Improve opportunities for continuing education for local residents

- Create an Early Childhood Education Center
- Increase partnerships

#### **Capital Improvements**

Through generous community support of a \$46 million capital improvement bond issue in November 2002, public schools in the Chehalem Valley are being repaired, renovated and expanded to support a growing school population. These projects include:

- Expansion of Newberg High School
- New 550-student Joan Austin Elementary School
- Repairs and safety improvements at all elementary and middle schools
- Purchase of property for a future elementary and high school

Planning will commence in 2009 for a third middle school to be constructed on the former Renne School site in Newberg.

### **Economy and Employment**

#### **Operational Improvements**

In consultation with the major economic development players in the Chehalem Valley, the Economic Development Subcommittee for “Beyond the Vision” recommended that economic development was a high priority for immediate action. The strategic approach identified by this group included development of a broad economic development partnership with the major players for the Chehalem Valley, including:

- Newberg Area Chamber of Commerce
- Cities of Newberg and Dundee

- local businesses and property owners
- Newberg School District
- Yamhill County
- Newberg Downtown Association
- Mid-Willamette Valley Council of Governments
- Oregon Economic and Community Development Department

Key strategic steps include:

- Hold a broad community forum on economic development to build consensus
- Invigorate the Chamber of Commerce Economic Development Committee
- Seek financial aid in the form of grants
- Develop community college training programs tailored to the labor force needs of prospective employers

## Health and Social Services

### **Operational Improvements**

The Latino Community Forum identified development of a primary care health clinic in Newberg as a major priority for lower and moderate-income families in the Chehalem Valley. Recommended services included:

- General medicine
- Pediatric services
- Gynecology
- Chiropractic services
- Dental services
- A direct 24 hour/day emergency line

### **Capital Improvements**

Updating and expanding water and sanitary sewer systems is a priority as populations in Dundee and Newberg continue to grow. The City of Dundee's wastewater facilities plan currently being prepared by Murray, Smith and Associates. The firm is evaluating the possibility of abandoning the Dundee treatment plan and consolidating wastewater treatment at the Newberg treatment plan. Projects in the planning stages include:

- Dundee wastewater treatment plan
- Master plan for Dundee water system
- Newberg water treatment plant
- Newberg wastewater treatment plant and improvements to the collection system

Providence Newberg Hospital began construction of a new regional hospital in October 2003. Local jurisdictions continue to work in partnership with the hospital to support this project.

## Public Safety

### **Operational Improvements**

City and County jurisdictions are engaged in planning efforts to improve public safety for all Chehalem Valley residents. Project include:

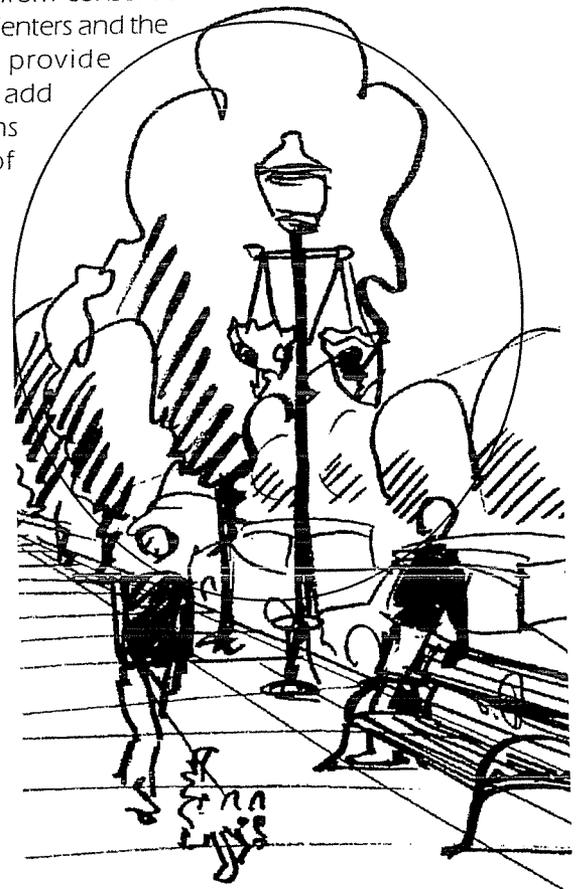
1. Emergency Operations
  - Planning is in progress to improve coordination between emergency services providers that coordinate resources and plans of all cities, fire districts and Yamhill County.
  - Purchasing disaster management and relief supplies through grant opportunities is also in the planning stages.

### 2. Newberg Public Safety Improvements

As the Newberg community grows, police and fire personnel are required to keep up with increased demands for service. Cost savings to the City of Newberg from consolidation of the Communications Centers and the public libraries will provide additional revenues to add needed police positions within the City of Newberg.

### 3. Dundee Public Safety Improvements

The City of Dundee is considering the formation of a cooperative fire district with other communities.



## **Housing**

### ***Operational Improvements***

Local governments continue to work together to determine potential areas for future growth and development.

### ***Capital Improvements***

Plans to construction of a golf course in Newberg has attracted new housing development that will include single family homes, condominiums and senior housing.

## **Culture and the Arts**

### ***Operational Improvements***

The Newberg Library Board continues to explore ways to improve and expand library services to Dundee, Newberg and Yamhill County residents.

### ***Capital Improvements***

The renovation of Central School for cultural and art activities continues through grant funds. Under the leadership of Chehalem Park and Recreation District, this project continues forward as funds are available.

## **Transportation**

### ***Operational Improvements***

Improving public transit linkages to better connect the Newberg-Dundee area with the Portland Area Public Transit System (Tri-Met) was identified as the highest priority identified in the resident telephone survey carried out by the Nelson Group and by Latino residents in the Spanish forum.

Recommendations to address expanded transportation services include:

- Completion and implementation of Yamhill County's two year countywide alternative transportation planning effort, a collaborative effort by Yamhill County, the Cities in Yamhill County, the Grand Ronde Tribe, and citizens from throughout the county to address transit questions within the county, including the Chehalem Valley.
- Publicity in English and Spanish about the existing transit service
- Expansion of existing transit service
- Clarifying that transit is for all public and not only senior citizens

- Carpool and vanpool programs in both English and Spanish
- Using school buses and Mid-Valley Workshop buses for public transit

### ***Capital Improvements***

Long identified as the Chehalem Valley's chief concern, jurisdictions are actively planning and constructing improvements to ease congested roads. These projects include:

- Newberg street improvements
- Dundee street improvements
- Public transit bus shelters, park and ride locations and equipment

The Oregon Department of Transportation continues planning efforts to construct the Newberg-Dundee bypass. Local jurisdictions are actively involved in supporting this effort.

## **Downtown Development**

### ***Capital Improvements***

Newberg and Dundee are engaged in plans to revitalize downtown areas. The Newberg Downtown Association and the Newberg Area Chamber of Commerce are partners in this effort.

## **Parks, Greenways and Riverfront Development**

### ***Operational Improvements***

Local governments continue to work together to determine potential areas for future growth and development. Specifically jurisdictions are clarifying the role of the Newberg Urban Area Management Commission (NUAMC) and analyze the Urban Growth Boundary.

### ***Capital Improvements***

The vision for green public spaces in 2020 is on the drawing board. Specific projects include:

- A public golf course in Newberg operated by the Chehalem Park and Recreation District
- Additional parks in both Newberg and Dundee
- Development of the Willamette Riverfront Parkway is in the early planning stages. This is a collaborative effort between the Cities of Newberg and Dundee and Yamhill County

## Sustainability

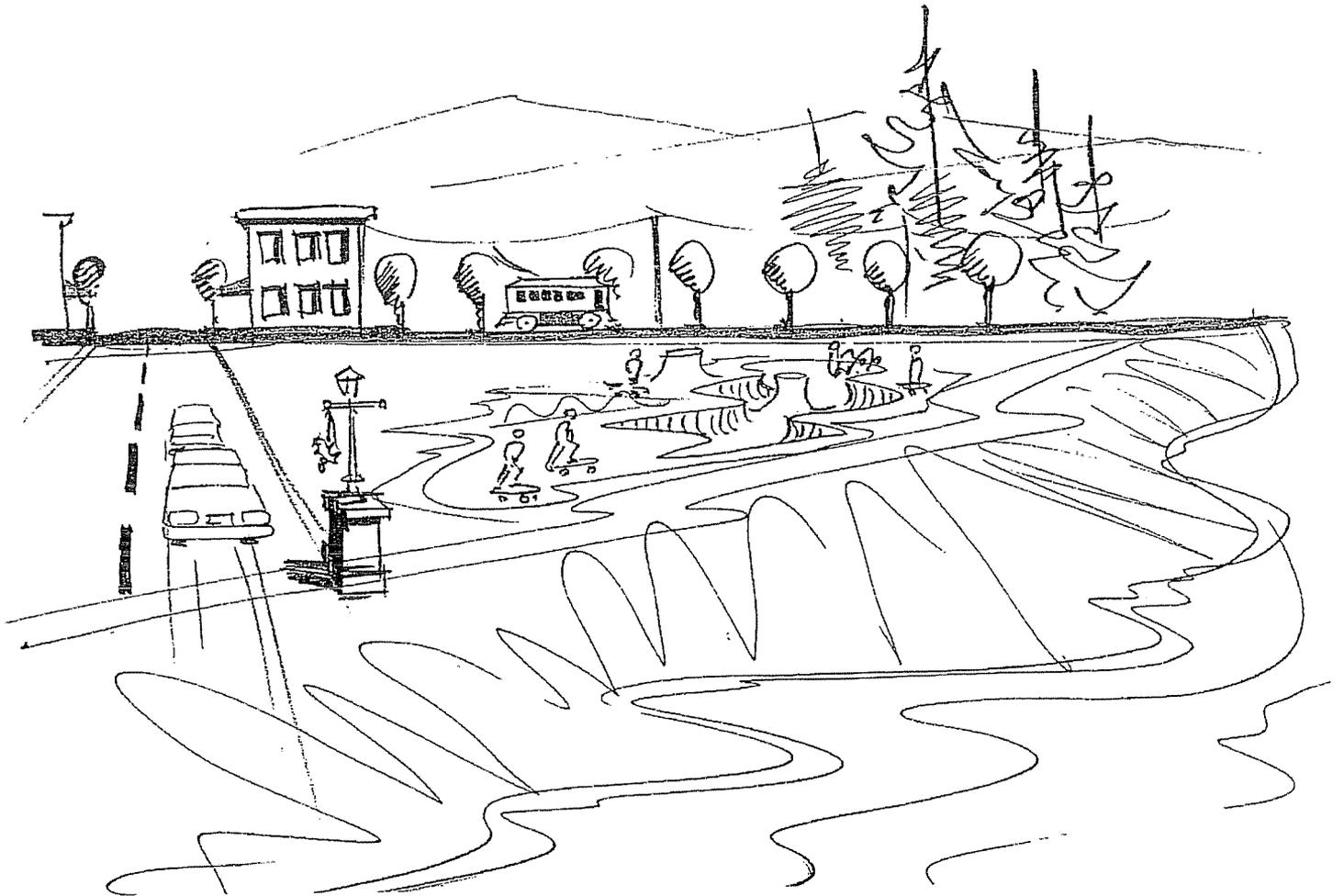
To insure the sustainability of this strategic planning effort, "Beyond the Vision" will be updated annually, and community forums will be held in both English and in Spanish to insure effective community input and participation in this effort. The updated strategic plan will be printed and circulated in draft form for final public comment during the public hearing and adoption process before each of the five jurisdictions participating in this effort: Cities of Dundee and Newberg, Newberg School District, Chehalem Park and Recreation District, and Yamhill County

## Communications

Communication between government jurisdictions and the citizens they serve continue to be an essential part of this planning effort. A plan for systematic, ongoing, two-way communication continues to guide efforts to "move beyond the vision."

Communications goals include:

- Involve citizens and local jurisdictions in developing and implementing the strategic plan.
- Local jurisdictions and citizens understand and support the strategic plan for the Chehalem Valley
- Market the Chehalem Valley to prospective businesses and residents.



# Beyond the Vision

## Strategic Planning Steering Committee

The following elected and administrative officials participated actively in guiding the development of “Beyond the Vision”:

### **Chehalem Park and Recreation District**

- Donna McCain, Board of Directors
- Don Clements, Superintendent

### **City of Dundee**

- Eve Foote, Administrator
- Roger Worrall, Former Mayor

### **City of Newberg**

- Katherine Tri, Finance Director
- Barton Brierley, Planner
- Donna McCain, Councilor
- Lisa Helickson, Councilor
- Chuck Cox, Former Mayor
- Bob Stewart, Mayor
- Jim Bennett, City Manager
- Duane Cole, Former City Manager

### **Newberg School District**

- Melinda Van Bossuyt, Board of Directors
- Dr. Paula Radich, Superintendent
- Claudia Stewart, Communications Specialist

### **Yamhill County**

- Leslie Lewis, Commissioner
- John Krawczyk, Administrator

## Organization of Latino Public Forum

The following persons were instrumental in the organization and implementation of the Latino Forum:

- Rogelio Vivanco, Newberg School District
- Julio Galián, Newberg School District
- Anita Galián, Newberg School District
- Gerardo Ibarra, Newberg School District
- Kristian Frack, Newberg School District
- Martha Frack, Newberg School District
- Maria Smith, Latino Network, Multnomah County

# Capital Projects

■ Planning  
 ■ Construction  
 ■ Requires voter approval

Project	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<b>EDUCATION</b>											
High School											
New Elementary											
School Repairs											
Acquire Property											
New Middle & Elem											
<b>RECREATION</b>											
Central School											
Golf Course											
Dundee Center											
Riverfront Parkway											
Dundee Parks											
<b>ECONOMIC DEVELOPMENT</b>											
Improve Downtown - N											
Improve Downtown - D											
<b>TRANSPORTATION</b>											
Transit - N/D											
Streets - Newberg											
Streets - Dundee											
Bypass											
<b>UTILITIES</b>											
Dundee WTP											
Dundee water system											
Newberg WTP											
N - water trmt plant											

## EDUCATION

- Expand Newberg High School
- Build new elementary school
- Repairs at all district schools; major renovation and expansion at Mabel Rush and Ewing Young Elementary Schools
- Acquire property for future schools
- Construct new middle school and elementary school

## RECREATION & CULTURE

- Redevelop Central School
- Public Golf Course
- Dundee Community Center
- Willamette Riverfront Parkway Development (Newberg, Dundee and Yamhill County)
- Newberg, Dundee Parks

## TRANSPORTATION

- Public transit bus shelters, park and ride locations and equipment
- Newberg street improvements
- Dundee street system
- Newberg - Dundee Bypass is a state transportation project supported by local jurisdictions

## UTILITIES

- Dundee wastewater treatment plant
- Dundee water system master plan
- Newberg wastewater treatment plant and collection system improvements
- Newberg water treatment plant

## ECONOMIC DEVELOPMENT

- Newberg downtown improvements
- Dundee downtown improvements

# Cooperative Operational Projects Matrix

COOPERATIVE OPERATIONAL PROJECT	PARTICIPANTS	PROJECT LEAD	EXPECTED OUTCOMES & BENEFITS	CURRENT STATUS	TIMELINE
<b>ECONOMIC DEVELOPMENT</b>	<p>Interim Convener: Newberg Area Chamber of Commerce</p> <p>Participation:</p> <ul style="list-style-type: none"> <li>• Newberg Downtown Association</li> <li>• Local businesses &amp; property owners</li> <li>• Cities of Newberg &amp; Dundee</li> <li>• Newberg School District</li> <li>• Yamhill County</li> <li>• Newberg Job &amp; Career Center: Mid-Willamette Jobs Council</li> <li>• OR Economic &amp; Community Dev. Department</li> </ul>	Dundee Mayor	<ul style="list-style-type: none"> <li>• A clear economic development strategy and work plan</li> <li>• A broad partnership with major Chehaltem Valley economic development players</li> </ul>	Ongoing	
<b>PUBLIC TRANSIT</b>	Yamhill Transportation Committee	Yamhill County Commissioner, Leslie Lewis	<ul style="list-style-type: none"> <li>• Potential consolidation of multiple public transportation services</li> <li>• Clear vehicle &amp; ground signage identifying public transit</li> <li>• Improved public information and marketing in English &amp; Spanish</li> <li>• Changed perceptions of public transit</li> </ul>		
<b>EMERGENCY OPERATIONS PLANNING</b>	Yamhill County City of Newberg City of Dundee	Yamhill County Administrator, John Krawczyk	<ul style="list-style-type: none"> <li>• Improved coordination between emergency services providers that coordinate resources and plans of all cities, fire districts and the county</li> <li>• Improved grant opportunities for purchase of disaster management and relief supplies</li> </ul>	Ongoing	Spring 2004

## Cooperative Operational Projects Matrix, Continued

COOPERATIVE OPERATIONAL PROJECT	RESPONSIBILITY	PROJECT LEAD	EXPECTED OUTCOMES & BENEFITS	CURRENT STATUS	TIMELINE
<b>LIBRARY SERVICES</b>	Newberg Library Board	Leah Griffith, Library Director, City of Newberg	<ul style="list-style-type: none"> <li>Improve and expand library services to Dundee, Newberg and Yamhill County residents</li> </ul>	Ongoing	
<b>NEWBERG PUBLIC SAFETY IMPROVEMENTS</b>	Newberg Police and Fire Departments	Chief of Police: Bob Tardiff Fire Chief: Michael Sherman	<ul style="list-style-type: none"> <li>Develop capacity for service to meet police and fire demands as the community grows</li> </ul>	Planning	
<b>PRIMARY HEALTH CARE CLINIC OFFERING HEALTH SERVICES TO MEET NEEDS OF UNDERSERVED AND LATINO POPULATION</b>	Providence Newberg Hospital and SMG Foundation	Mark May, Providence Newberg Hospital Administrator Dr. Paula Radich, Newberg Schools Superintendent	<ul style="list-style-type: none"> <li>Develop a local health care clinic serving the "under-served" citizens of the Newberg-Dundee-St. Paul area</li> </ul>	Planning and discussion in progress	2005
<b>INFORMATION SYSTEMS and TELE-COMMUNICATIONS</b>	Information Systems Technical Group <ul style="list-style-type: none"> <li>Yamhill County Information Systems Department.</li> <li>Cities of Newberg, Dundee, McMinnville</li> <li>Newberg School District</li> <li>Chehallem Valley Recreation District</li> <li>Mid-Willamette Valley Council of Governments</li> </ul>	Claire Hertz, Director of Business Services, Newberg School District  Michael Clark, Technology Supervisor, Newberg School District	<ul style="list-style-type: none"> <li>Establish technical group to meet regularly to find ways to cooperate and create cost savings</li> <li>Cooperate with Mid-Willamette Valley Council of Government in computer networking program</li> </ul>	TBD	ongoing

## Cooperative Operational Projects Matrix, Continued

COOPERATIVE OPERATIONAL PROJECT	RESPONSIBILITY	PROJECT LEAD	EXPECTED OUTCOMES & BENEFITS	CURRENT STATUS	TIMELINE
<b>LAND USE</b>	<ul style="list-style-type: none"> <li>• Review of NUMAC</li> <li>• UGB Analysis</li> </ul>	Barton Brierly, City Planner	<ul style="list-style-type: none"> <li>• Clarify the role of NUMAC</li> <li>• Determine potential areas for UGB expansion</li> </ul>	Planning	Spring 2005
<b>MAINTENANCE: EQUIPMENT SHARING</b>	<ul style="list-style-type: none"> <li>• City of Newberg</li> <li>• City of Dundee</li> <li>• CPRD</li> <li>• Newberg School District</li> <li>• Yamhill County</li> </ul>	Waide Bailey, Maintenance Supervisor and Scott Woods, Custodial Supervisor, Newberg School District	<ul style="list-style-type: none"> <li>• Establish technical group to meet regularly to find ways to cooperate and create cost savings</li> </ul>	Planning	
<b>PURCHASING</b>	<ul style="list-style-type: none"> <li>• City of Newberg</li> <li>• City of Dundee</li> <li>• CPRD</li> <li>• Newberg School District</li> <li>• Yamhill County</li> </ul>	Claire Hertz, Director of Business Services, Newberg School District	<ul style="list-style-type: none"> <li>• Establish technical group to meet regularly to find ways to cooperate and create cost savings</li> </ul>	Planning	Spring 2004
<b>PUBLIC WORKS</b>	<ul style="list-style-type: none"> <li>• City of Newberg</li> <li>• City of Dundee</li> <li>• CPRD</li> <li>• Newberg School District</li> <li>• Yamhill County</li> </ul>	Waide Bailey, Maintenance Supervisor and Scott Woods, Custodial Supervisor, Newberg School District	<ul style="list-style-type: none"> <li>• Establish technical group to meet regularly to find ways to cooperate and create cost savings</li> </ul>	Planning	Spring 2004
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>• Newberg School District</li> <li>• Chemeketa Community College</li> <li>• Newberg Area Chamber of Commerce</li> <li>• CPRD</li> <li>• George Fox University</li> <li>• Portland Community College</li> </ul>	Dr. Paula Radich, Superintendent, Newberg School District Dr. Sandra Lawson, Asst. Superintendent, Newberg School District	<ul style="list-style-type: none"> <li>• Establish a plan to implement sustained and improved opportunities for continuing education for area residents.</li> <li>• Identify consortium and begin planning for Early Childhood Education Center</li> <li>• Establish increased partnerships with George Fox University</li> </ul>	Planning	January 2005

## Cooperative Operational Projects Matrix, Continued

COOPERATIVE OPERATIONAL PROJECT	PARTICIPANTS	PROJECT LEAD	EXPECTED OUTCOMES & BENEFITS	CURRENT STATUS	TIMELINE
<b>DUNDEE PUBLIC SAFETY</b>	Dundee Police and Fire Departments	Chief Stock	<ul style="list-style-type: none"> <li>• Explore formation of a cooperative fire district with other communities</li> </ul>	Planning	
<b>DUNDEE PARKS</b>	Dundee Parks Committee	Jeanette Adlong, Chairman	<ul style="list-style-type: none"> <li>• Create parks and open space master plan</li> </ul>	Draft in review	Spring 2005

# 2003-2005 Communication Plan

## Goal 1

Involve citizens and local jurisdictions in developing and implementing the strategic plan

### Strategies

- A. Public forums to engage citizens
- B. Community surveys
- C. Identify key community members
- D. Brochure and mailers seeking feedback
- E. Engage jurisdiction staff members in developing ideas or strategies for operational improvements

## Goal 2

Local jurisdictions and citizens understand and support the strategic plan for the Chehalem Valley.

### Strategies

- A. Formal adoption of the Chehalem Valley Strategic Plan by elected bodies of participating jurisdictions
  - a. Presentation at joint jurisdictional meeting
- B. Publicize the strategic plan
  - a. Report on the Chehalem Valley Strategic Plan
    - Produce and distribute a comprehensive report on the Chehalem Valley Strategic Plan
    - Produce a 4-page summary for broad community distribution
    - Presentations (power point) to service organizations, businesses, governmental partners and audiences within each jurisdiction
    - Work with local media on story and editorial
  - b. Create a presence on the web
    - Include a "Chehalem Valley Strategic Planning" area in each jurisdiction's website
    - Post report on the web sites

- c. Inform employees of each jurisdiction
  - Presentation to staff with emphasis on the role and effect on their jurisdiction
  - Story in staff newsletters or normal communication channel
  - Provide a report summary for staff members
- d. Inform jurisdiction's stakeholder groups
  - Stories in newsletters, reports or other channels of communication
  - Include in face-to-face opportunities i.e. meetings
- C. Provide accountability for progress of strategic plan
  - a. Annual update of the Strategic Plan

## Goal 3

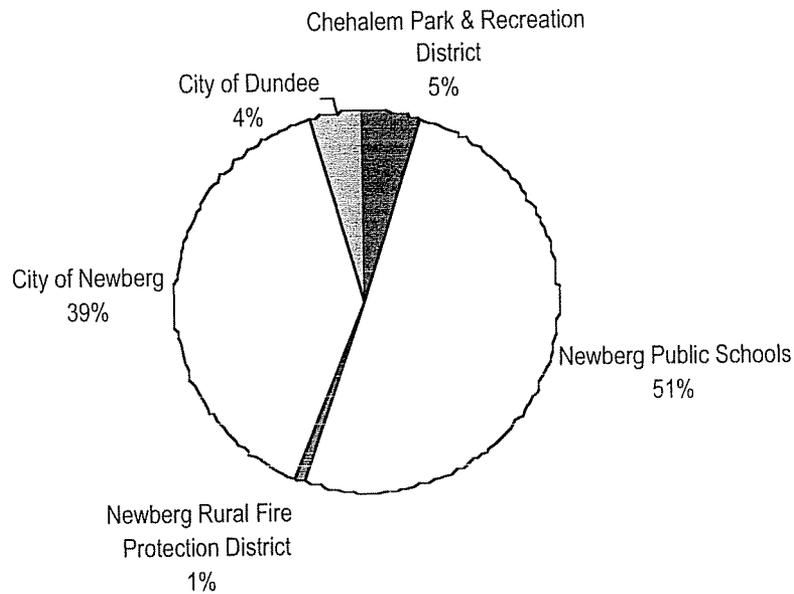
Market the Chehalem Valley to prospective businesses and residents

### Strategies

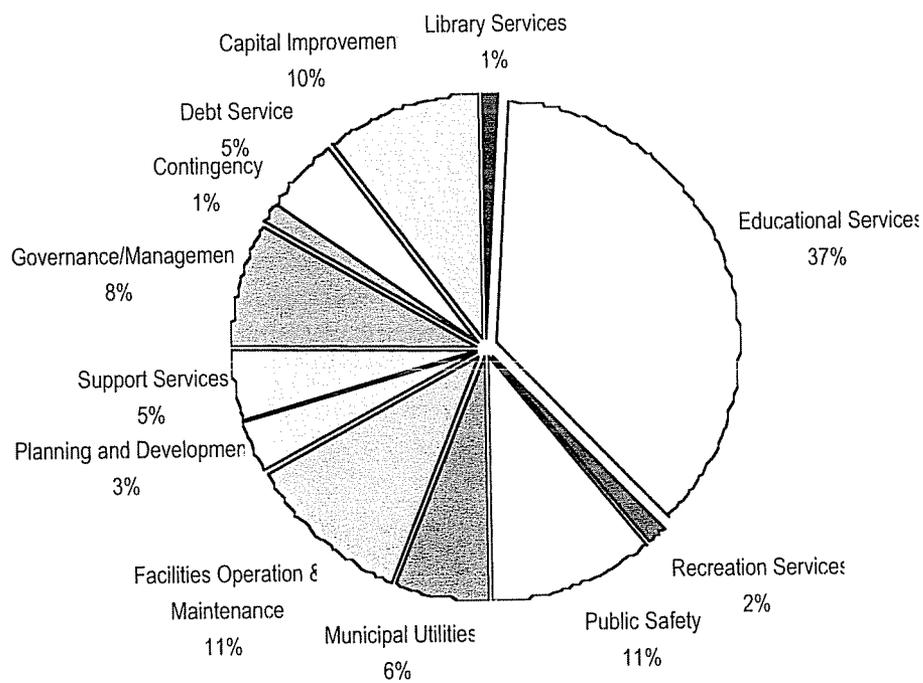
- A. Coordinate with Economic Development Committee and Visitors Bureau to develop a marketing plan for the Chehalem Valley

# Financial Summary

## 2000-01 Jurisdiction Expenditures



## 2000-01 Jurisdiction Expenditures by Function



# Chehalem Valley 2001 Survey

## Executive Summary November 2, 2002

The following survey research report provides some valuable information regarding the public's perception of cities of Newberg, Dundee, Newberg School District, and Chehalem Park and Recreation District, and the list of potential projects currently being considered. This report should assist in helping the strategic planning committee identify projects the community views as most important.

Below, The Nelson Report has highlighted the key results of the survey research report. The final report is over 200 pages in length, with multiple tables designed to assist the district in understanding and analyzing the respondents' views.

Throughout this executive summary, The Nelson Report identifies "key" demographics for many of the questions. Key demographics are those subgroups that respond at a higher percentage rate than the total sample for any given response. The key demographic groups for any given opinion are not necessarily the only subgroups in the survey who share that opinion. They are however, the ones that hold that opinion most strongly.

A total of 375 respondents were interviewed between October 18 and October 24, 2001. The margin of error for this survey is +/-5.0% at the 95% level of confidence.

---

### Conclusions

1. Issues surrounding the "economy" are perceived as the most serious problems facing Oregon today, followed by issues relating to "growth", and "schools/education".
2. Respondents clearly identify issues relating to "growth" as the most serious problems facing Newberg-Dundee and the surrounding area today, followed by "schools/education", and "the economy". A need for a bypass is the overwhelming growth issue.
3. A large majority of respondents give the City of Newberg a positive performance rating while just under a third rate the city negatively.
4. "Doing well" tops the list of reasons for giving the city a positive rating, followed by "no problems", and "takes care of problems".
5. Main reasons respondents give the city a negative rating are "room for improvement", "government", and "need bypass/traffic".
6. A plurality of respondents give the City of Dundee a negative rating, while fewer numbers rate the city positively. An unusually large number of respondents are not sure how to rate the city. In a small sub-sample, isolating only Dundee residents, less than half give the city a negative rating, while fewer numbers rate the city positively.
7. Primary reasons for a negative rating are "traffic/need bypass", "problems between government/mayor/council", and "they are trying".
8. "Need bypass" tops the list of reasons for giving the city a positive rating, followed by "what I see/read/hear", "do pretty good", and "pretty progressive".

- 9.** Well over half of respondents give the Newberg School District a positive performance rating, while just under a quarter rate the district negatively.
- 10.** Principal reasons for giving the district a positive rating are, "children are getting educated/doing well", and "what I hear/see/read".
- 11.** Foremost reasons for giving the district a negative rating are "overcrowded", "poor quality of education", "drop out rate", and "lack of funding".
- 12.** A very high percentage of respondents give the Chehalem Park and Recreation District a positive performance rating, while fewer numbers rate the district negatively.
- 13.** Main reasons for giving a positive rating are "variety of activities for all ages", and "children's activities".
- 14.** "Expensive" tops the list of reasons for giving the district a negative rating, followed by "personal experience", and "room for improvement".
- 15.** A plurality of respondents give the level of cooperation between the cities of Newberg, Dundee, the Newberg School District, and the Chehalem Park and Recreation District a positive rating, while fewer numbers rate the level of cooperation negatively. In addition, when comparing to results from 1991, there has been a noticeable decrease in the cooperation rating with the difference primarily going to the undecided column.
- 16.** Principal reasons for giving a positive cooperation rating are "work together/get along", "no problems", and "from I see/hear/know".
- 17.** Foremost reasons for giving a negative cooperation rating are "what I hear/read", and "get along most of the time".
- 18.** A large majority of respondents favor the cities of Newberg and Dundee jointly providing certain governmental services, while fewer numbers are opposed.
- 19.** Top reasons for opposing the cities jointly providing services are, "should stay separate/function better separately", "Dundee has a lot of issues/Newberg should not get involved", and "would like to see library/police and fire departments connected".
- 20.** An extremely high number of respondents rate the quality of life in Newberg, Dundee and the surrounding areas positively, while fewer numbers rate the quality of life negatively.
- 21.** "Nice place to live" tops the list of reasons for giving a positive quality of life rating followed by, "small town feel", and "crime is low/feel safe".
- 22.** Primary reasons for giving a negative quality of life rating are "traffic", "overcrowded", and "room for improvement".
- 23.** A very high percentage of respondents rate "providing an hourly link to Tri-Met's transit system" and "a construction project that would replace portable classrooms at Newberg High School" as highest priorities. A large number of respondents also give "safety, security and energy improvements to Mabel Rush and Ewing Young Elementary schools", "building and improving roads to alleviate congestion", and the "development of agreements between local governments to jointly operate, and maintain basic services" a higher priority ranking. On the other hand, "moving Dundee's downtown commercial district away from Highway 99", "developing a community center in Dundee", and "creating a public self-supporting 18-hole golf course" are given lower priority rankings.
- 24.** Clearly the community has identified issues relating to growth, and more specifically to traffic as serious issues for Newberg, Dundee and the surrounding areas. These issues, however, have not had a negative impact on respondent's quality of life. A good part of the community does not appear aware of the collaboration occurring between the cities of Newberg, Dundee, the Newberg School District, and the Chehalem Park and Recreation District, although a large majority support the cities jointly providing certain governmental services. Important priorities to the community appear to be related to improving roads, easing traffic congestion, and linking the community to the Portland metropolitan area. Education projects also rate as very high priorities.

# Chehalem Valley 2002 Survey

## Executive Summary April 2, 2002

The Nelson Report recently went back into the field to conduct its third survey for The City of Newberg. Although a few questions were identical to those presented in the previous November 2001 and September 1991 surveys, many questions were different and distinct. In terms of those questions that were repeated, the reader will note there are slight differences in responses from the previous surveys conducted in 2001 and 1991.

The following survey research report provides some valuable information regarding the public's perception of cities of Newberg, Dundee, Newberg School District, the Chehalem Park and Recreation District, and Yamhill County. This report should assist the strategic planning committee in its planning and decision making process in regards to the proposed school district bond measure, transportation projects, urban renewal district, and emergency communication tax district.

Below, The Nelson Report has highlighted the key results of the survey research report. The final report is over 200 pages in length, with multiple tables designed to assist the committee in understanding and analyzing the respondents' views.

Throughout this executive summary, The Nelson Report identifies "key" demographics for many of the questions. Key demographics are those subgroups that respond at a higher percentage rate than the total sample for any given response. The key demographic groups for any given opinion are not necessarily the only subgroups in the survey who share that opinion. They are however, the ones that hold that opinion most strongly.

A total of 374 respondents were interviewed between March 15 and March 28, 2002. The margin of error for this survey is +/-5.0% at the 95% level of confidence.

---

### Conclusions

1. Respondents overwhelmingly list issues related to "growth" driven primarily by transportation as the most serious problems facing Newberg-Dundee and the surrounding area today, followed by "schools/education".
2. Slightly over half of respondents give the level of cooperation between the cities of Newberg, Dundee, the Newberg School District, the Chehalem Park and Recreation District, and Yamhill County a positive rating. When comparing current results with the November 2001 survey results, there has been a noticeable increase in the cooperation rating.
3. Principal reasons for a positive cooperation rating are "work and communicate well together" and "from what I have seen and read".
4. Foremost reasons for a negative cooperation rating are "room for improvement", and "lack of coordination".
5. Half of respondents believe the cities of Newberg, Dundee, the Newberg School District, the Chehalem Park and Recreation District, and Yamhill County working together are heading in the right direction.
6. An extremely high percentage of respondents believe Newberg residents are safe.
7. Respondents identify "budget cuts/lack of funding" as the most serious problem facing the Newberg School District today, followed by "overcrowded schools".
8. Slightly less than half of respondents believe Newberg schools are overcrowded, while one-quarter do not believe the schools are overcrowded.
9. A high percentage of respondents believe the quality of education will decline if the school district does not construct space to address current and future enrollment growth.

**10.** Slightly over half of respondents favor the \$39.5 million school district bond measure, while fewer numbers oppose the proposal

**11.** Primary reasons for favoring the bond measure are “education is important/children are the future”, “maintain quality of education/buildings/teachers”, and “need more facilities to reduce class size”.

**12.** “Taxes are too high” tops the list of reasons for opposing the school district bond measure, followed by “too much money”, and “misused funds in the past”.

**13.** The argument that produces the largest increase in support for the bond measure is knowledge that due to current interest rates, the district would be able to finance its school construction projects at a much lower cost. Cost savings is a primary theme for respondents.

**14.** In addition, the argument that the bond payments will be structured so that new residents who move into the community in the future will assist in the payment of the bond measure, also moves respondents to favor the proposed bond measure. This is a primary theme for respondents.

**15.** The fact that Mabel Rush and Ewing Young Elementary are in need of major maintenance and repairs such as heating and ventilation, as well as septic improvements and a new well, also significantly pushes respondents to favor the bond measure. Improvements to Mabel Rush and Ewing Young Elementary are primary issues for respondents.

**16.** Knowing that all of the district’s elementary schools are at or above enrollment capacity and the passage of the proposal would relieve overcrowding also pushes respondents to favor the bond measure. Addressing enrollment growth, especially as it relates to the elementary school is a primary theme.

**17.** The argument that property has been donated to the district in order to construct a new elementary school, moves respondents to favor the proposal. Again reducing costs, and addressing enrollment growth are primary issues for respondents.

**18.** In addition, knowing that current projections show student enrollment at the elementary school level will increase by 462 students in the next eight years, also noticeably increases support for the bond measure. Once again, addressing enrollment growth is a primary theme.

**19.** The argument that current projections show that student capacity at the high school is currently at 1,500 students. Out of the 1,500 students, 450 were in portable classrooms and that the proposed renovations would increase student capacity to 1,700 students increases support for the bond measure. Again, addressing enrollment growth is a primary theme for respondents.

**20.** A high percentage of respondents rate “make major repairs and safety improvements at Mabel Rush and Ewing Young and other district schools” as the highest priority. Well over half of respondents also give “construct new classrooms, cafeteria, auditorium and replace portable classrooms at the high school” a higher priority rating. On the other hand “purchase property for future school sites at today’s market value” is given a lower priority ranking.

**21.** Respondents are split with a plurality both favoring and opposing the \$15 million in transportation projects. In a smaller sub-sample, isolating only Newberg residents, results appear consistent with those of the total universe.

**22.** Main reasons for favoring the projects are “need transportation and road improvements”, “it is necessary”, and “will correct traffic problems”.

**23.** Top reasons for opposing the proposed projects are “too much money wasted”, “too much money at once”, and “money should go to bypass”.

**24.** The argument that produces the largest increase in support for the \$15 million in transportation projects is knowledge that improvements to Elliott Street from 99W to Newberg High School would convert this heavily traveled road into 2 lanes with improved sidewalks for pedestrians. Improving travel through Newberg is a primary issue.

**25.** The fact that building a Northside Road connecting 99W to North Main would improve east/west travel across the city and ease congestion on 99W and on Haworth, pushes respondents to favor the projects. Again, improving travel in Newberg is a primary issue.

**26.** Similarly the argument that pedestrian safety would be improved by upgrading sidewalks and pedestrian crossings again moves respondents to support the proposed projects. Pedestrian upgrades and safety improvements in Newberg are secondary issues.

**27.** On the other hand, an argument that pushes respondents to decrease support for the proposed projects is knowledge that the city transportation projects do not include state funding for a bypass.

**28.** Decreasing support by the largest margin, is knowledge that the City of Newberg is considering a \$3 per month residential fee for transportation projects instead of \$5, and this reduction would not include North Main improvements, Villa Road improvements and the Wilsonville Road intersection.

**29.** Slightly over half of respondents rate “improve Elliott Street from 99W to Newberg High School” as the highest priority. On the other hand, “improve the intersections at Villa Road and Springbrook Road”, and “pave gravel streets throughout the city” are given lower priority rankings. Furthermore, when isolating Newberg resident responses, percentages appear consistent with the total universe.

**30.** Slightly less than half of respondents agree with the City of Newberg’s \$15 million urban renewal district, while over one-third disagree with the creation of the district. Again, Newberg responses appear consistent with the total universe.

**31.** “Will increase livability in the city” tops the list of reasons why respondents agree with the creation of the urban renewal district, followed by “more appealing to business”, and “downtown project already started/should continue”.

**32.** Principal reasons respondents disagree with the urban renewal district are “too many projects/too much money”, “not necessary/justified”, and “address more important things first”.

**33.** The argument that produces the largest increase in support of the urban renewal district is knowledge that the creation of an urban renewal district does not increase the property tax rate. This is a primary issue for respondents.

**34.** In addition, knowing the urban renewal district would improve the street appearance in downtown Newberg through improved landscaping, lighting, sidewalks, and public restrooms also noticeably increases support for urban renewal. Improvements to Newberg’s core areas are secondary issues.

**35.** The fact that the City of Newberg is working cooperatively with the Chehalem Park and Recreation District to use a portion of urban renewal development dollars to help renovate Central School for cultural and art activities also pushes respondents to support creation of the urban renewal district. Working collaboratively to renovate Central School is a primary theme.

**36.** Slightly over half of respondents rate “promote commercial and industrial growth”, finance public improvements and create economic development opportunities”, and “contribute a portion of urban renewal dollars to assist in the renovation of Central School” as highest priorities. On the other hand, “improve parking opportunities in downtown Newberg”, and “improve the street appearance in downtown Newberg” were given lower priority rankings. Once again, isolating only Newberg responses, “finance public improvements and create economic development opportunities in downtown Newberg”, is rated as the highest priority, followed by “promote commercial and industrial growth”.

**37.** Slightly less than half of respondents favored the emergency communication tax district, while fewer numbers opposed.

**38.** Top reasons for favoring the proposal are “will improve response time/services”, and “makes sense/good idea”.

**39.** Main reasons for opposing the tax district are “has been separate/leave it that way” and “taxes are too high”.

**40.** The argument that produces the largest increase in support for the tax district is knowledge that the consolidation of emergency communications into a taxing district would free up \$400,000 for the City of Newberg, and these funds would be used to hire additional police officers. Cost savings applied to more police in Newberg is a primary theme for respondents.

**41.** Similarly, the argument that the emergency communication district would free up \$45,000 for the City of Dundee that would be used to fund emergency services and transportation also pushes respondents to favor the proposal. Once again cost savings applied to emergency services and transportation in Dundee is a primary theme.

**42.** A plurality of respondents prefer that Newberg use the additional revenue from the emergency communication tax district to hire additional police officers, while one-quarter prefer that Newberg reduce taxes. Newberg responses appear consistent with those of the total universe.

**43.** A plurality of respondents prefer that Dundee use the additional revenue from the emergency communication tax district to fund emergency services and transportation, while fewer numbers prefer that Dundee reduce taxes. In a smaller sub-sample, isolating only Dundee residents, half of respondents prefer that Dundee use the additional revenue to fund emergency services and transportation, while much fewer numbers prefer that Dundee reduce taxes.

**44.** Clearly the community has identified issues relating to growth, and more specifically to traffic as serious issues for Newberg, Dundee and the surrounding areas. A majority of the community appears to be aware of the collaboration occurring between the cities of Newberg, Dundee, the Newberg School District, the Chehalem Park and Recreation District, and Yamhill County. This is a significant improvement from November 2001.

---

While it appears respondents are initially slightly supportive of the \$39.5 million school district bond measure, support significantly increases when presented with information related to cost savings due to current interest rates, that new residents in the future will assist in the payment of the bond measure, and that the proposal in-

cludes maintenance and repairs to Mabel Rush and Ewing Young Elementary Schools. The community also appears very supportive and aware of addressing enrollment growth issues in the district.

It is interesting to note, that while transportation and growth are identified as serious issues for the community, well under half of respondents initially support the proposed transportation projects. Support increases slightly with information that specified projects will provide pedestrian and travel improvements across the city.

Less than half of respondents initially agree with Newberg's decision to create an urban renewal district. Support substantially increases however, when presented with information that the district does not increase the property tax rate, and will improve Newberg's core areas. Respondents also support the collaboration to renovate Central School.

Once again, respondents initially appear less supportive of the emergency communication tax district until presented with information that the consolidation would provide significant cost savings for both Newberg and Dundee if applied to more police officers in Newberg and emergency services and transportation in Dundee.

Even with these positive responses, it is clear that respondents are struggling with the combined costs of the proposed projects.

Overall, it appears the proposed school district bond measure receives the highest and most consistent support at this time.

# Latino Forum

## Executive Summary November 1, 2001

A forum to hear from Spanish-speaking residents was conducted on November 1, 2001, to gather feedback on the same issues that earlier public forums touched on: transportation, health care, education, recreation and culture, economic development and employment, and governmental operations.

The forum was sponsored by the Chehalem Valley Strategic Planning partners: the Cities of Newberg and Dundee, Chehalem Park and Recreation District, Newberg School

District and Yamhill County. Spanish-speaking promoters encouraged attendance, resulting in participation by approximately 100 local Spanish-speaking residents. Participants discussed and evaluated specific projects and added their own suggestions for meeting needs in the community. *(Note: the number following the statement under each heading indicates the number of votes participants gave each item. Each votes indicates support for an item.)*

### Transportation

(Note: The freeway bypass will not be discussed tonight because it has been discussed in the transportation plans of the Cities of Newberg and Dundee)

- Construct and improve the local streets and roads to resolve traffic problems, financed through transportation fees. 8
- Develop a system of autobuses to connect Newberg and Dundee with the surrounding area. 10
- Bus service every hour between Newberg-Dundee and Sherwood-Portland. 66
- Construct and improve sidewalks for pedestrians to improve pedestrian safety. 12
- Other Projects
  1. Microbuses (a type of public transport in Latin America). 1
  2. Combis (same). 1
  3. Better transport between Newberg and Portland.
  4. Better transport between Newberg and McMinnville.
  5. The project from Dundee to Newberg on Sundays and in the afternoons.
  6. Public bus service for outside of Newberg. In Areas near Newberg, provide low cost tickets. Provide instruction in Spanish. 12
  7. Service to be able to go to work.
  8. Bus service around Newberg and Dundee with specific hours. 7

### Education

- A new high school, with classrooms, a cafeteria, and an auditorium to accommodate the growth of students in the area. 15
- A new elementary school for 600 students to accommodate the growth of students in the area. 14
- Construct a special facility for students who are at "high risk" in the schools. 11
- Improve the elementary schools of Mabel Rush, Ewing-Young, and other facilities of the school district. 4
- Other Projects
  1. Recognition of the education obtained in Latin America.
  2. Need more teachers so the students could get more attention and to graduate knowing a lot. Some students get passed from grade to grade but not learning nothing.
  3. We need more teachers so the students can receive more attention and graduate with more knowledge. Some students graduate but have not learned sufficiently.
  4. Increase the hours and the days for kindergarten.
  5. A technical school for short courses: example: tinplating, sewing, beauty parlors, mechanics, plumbing, computers, first aid classes, librarians. 13
  6. English classes for adults (intensive). Of various levels (writing, reading). 6
  7. More counseling for Hispanic families.
  8. Short vocational courses in Spanish to prepare us for work. 9
  9. Adult literacy classes.
  10. Technical courses. 4
  11. University courses. 2
  12. Security in the schools. 7

13. Construction of a community college in this area
14. To promote or create English classes for adult Hispanics on a daily basis in the area

## Recreation and Culture

- Development of a Multi-Cultural Center in the old Central School in downtown Newberg. 21
- A community center in Dundee 2
- Create a library district to improve the library system of the area. 7
- A riverfront park which has pedestrian paths and streets to connect to the downtowns of Newberg and Dundee. 22
- A golf course financed and operated with the revenues generated by the project. 4
- Other Projects
  1. Museum for all cultures
  2. More books in Spanish in the libraries
  3. Develop multicultural sports leagues 2
  4. More opportunity to present Hispanic Folklore in the community 1
  5. The library should provide books and materials in Spanish on Latin American countries
  6. Provide information in Spanish on sports events in the community
  7. A location for families to exercise together: 8
  8. Books at appropriate levels
  9. Communication of existing activities in our language 9

## Economic Development and Employment

- Downtown redevelopment in the commercial centers of Newberg and Dundee through creation of an Urban Renewal District. 18
- Relocate the commercial center of Dundee away from Highway 99 4
- Promote industrial and commercial growth to create new jobs and to increase the value of local property taxes. 27
- Other Projects
  1. A central agency to protect the Hispanic works here in Newberg in general
  2. Public childcare with bilingual services 1
  3. More bilingual training in different areas
  4. Small business licenses and orientation for the development of the knowledge and talents of the community. For example: dressmaking and tailoring, beauty salons; small business licenses and permits and information for those who are caterers, hair stylists, etc, so they can become licensed as well as be aware of resources such as commercial kitchens to rent for a caterer to provide a meal 7

5. High Rents 2
6. Placement office for temporary workers 3
7. More work 2
8. Information office for employment in Newberg and Dundee 3
9. Information office on how to utilize food stamps 3
10. Training on how to start new Hispanic businesses 4
11. Employment office in Newberg, Newberg Graphic needs a Spanish page/column to inform about events and social services 7
12. To create more employment for the Hispanic community
13. Improve buildings in downtown area to attract business
14. Construction of a parking lot on First Street
15. More affordable housing developments for the Hispanic community
16. To have or to create better opportunities for Hispanics to buy a house
17. To build pedestrian bridges on 99W mainly in commercial areas
18. To improve relations between landlords and renters (high rents and poor conditions)

## Improve Governmental Operations

- Increase police and fire service to improve public safety. Added In: to be bilingual; to speak Spanish 17
- Intergovernmental cooperation regarding basic services of the jurisdictions, such as water, sewer, streets, police, fire, library, technical and administrative functions. 10
- Improve communication and participation between governmental jurisdictions and the public. 14
- Other Projects
  1. To improve communication between governments and the Hispanic community
  2. Better treatment to Hispanics from police depart.
  3. A committee representative of the Hispanics from Newberg and Dundee to promote these ideas
  4. To have a representative from the Hispanic community on the Government Board of Directors, the Fire Department, the Library..... 3
  5. Bilingual persons for employment services for the Hispanic community 3
  6. Inferior treatment because we are Mexican
  7. A health clinic 11
  8. Need more help with money w/the community/ Chemeketa college students have a better opportunity to have a career 5
  9. Program of nighttime public safety to avoid crimes
  10. Health Clinic for the community 16

## **Other Projects of Interest to the Latino Community**

1. To create a medical center with more affordable health services for the Hispanic community
2. A low income clinic such as Virginia Garcia and dental in Washington County 4
3. More meetings like this one tonight to express different ideas and the opportunity of getting to know each other 2
4. Help for low income people for housing such as in LaFayette 4
5. Domestic violence shelters 3
6. Health Clinic at low cost including dental, pediatric, general medicine, gynecology, chiropractor and a direct line for 24 hours emergencies 13

## **Other Projects Generated by Participants**

### **Group 1**

1. Transportation : Autobuses, highway bicycles
2. Education
  - a. More information in the student community
  - b. Classes for young people 15-19; for laborers 20-26
3. Recreation and Culture : Multicultural festivals, Mecha, cultural groups
4. Economic Development: More opportunities to seek work through an employment office
5. Governmental operations: Bilingual personnel
6. Other: PCC courses, community center, medical clinic, books in Spanish, bilingual personnel in library and DMV

### **Group 2**

1. Program of Neighborwatch, in cooperation with police.
2. Low income health clinic in Newberg
3. Public transportation from Newberg to Sherwood—6:00am to 10:00 pm
4. Intensive English classes
5. Industrial growth with opportunities for work

### **Group 3**

1. Technical courses in the schools
2. Extension university courses
3. High rents; need for apartments for low income families
4. Temporary work in offices
5. Books at the appropriate levels
6. CAFÉ treatment has become better
7. Health clinic
8. A way to have more work
9. Security in the schools

### **Group 4**

1. Transportation: Van service to get to work, bus service for areas around Newberg and Dundee, transportation to assist with school activities and to able to seek work
2. Education: More counselors for Hispanic families, short vocational courses in Spanish to prepare us for work, literacy for adults
3. Recreation and Culture: Recreation programs for young people after school, construct soccer fields, classes of traditional dances from different countries, adult basketball courts, communicate activities in our own language, bilingual personnel to work in these areas
4. Employment: Information Office for work opportunities in Newberg and Dundee, a place where we can go without fear of being questioned about our legal status, information office for food stamps, training on how to start Hispanic businesses
5. Government: Have a representative to the government in Newberg/Dundee, organize a committee which will promote the ideas presented tonight, Hispanic representative for the different governments mentioned (police, fire, library, City Councils)
6. Other Projects: First aid classes in Spanish, emergency systems, a Spanish newspaper connected to the existing newspaper—Newberg Graphic, health clinic, counseling for Mental Health with bilingual and bicultural counselors

### **Group 5**

1. Bus service for areas outside Newberg—eg—Sherwood, Tualatin, etc.
2. Add more time for the lights for pedestrians to cross
3. A new highway or bypass to McMinville
4. Provide short course technical school for short courses
5. Library: provide materials in Spanish about different Latin American countries
6. Recreation: provide a brochure in Spanish about the sports events in the community
7. Newberg Graphic: A column in Spanish to offer social services, sports, work, health and events in town.
8. A place for family exercise
9. An employment office open 7 days a week
10. Need for a low cost health clinic; direct line in Spanish for health services when there is an emergency
11. Low cost tickets for public transportation

### **Group 6**

1. Location where employers can pick up day laborers
2. Teaching Latin American culture
3. Access to sports fields
4. League for sports; opportunity for informal groups to use sports fields

### **Group 7**

1. Microbuses for 30 passengers
2. Combis for 10 passengers
3. Improve transportation between Newberg and Portland
4. Improve transportation between Newberg and McMinnville

**A cooperative governmental effort by**

City of Dundee

City of Newberg

Chehalem Park and Recreation District

Newberg Public Schools

Yamhill County

The preparation of this report was funded in part with a grant from the Oregon State Lottery through the Mid-Willamette Valley Community Development Partnership for the purpose of promoting economic and community development.