

Fern Ridge Area STRATEGIC PLAN

June, 2006

prepared for
**The Fern Ridge Area Strategic Planning
Committee**

facilitated by:



Rural Development Initiatives, Inc.
Helping Rural Communities Thrive

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Rural Development Initiatives, Inc. (RDI)

Rural Development Initiatives, Inc. (RDI) is an Oregon based private, non-profit (501 [c] [3]) corporation dedicated to helping rural communities in the Pacific Northwest shape their futures by providing technical assistance, leadership training strategic planning and access to resources.

Established in 1992, RDI's mission is to "build the capacity of rural communities to make strategic decisions about their futures and to act on those decisions to ensure high quality of life and a vital sustainable economy."

RDI has regional community development coordinators throughout the State of Oregon.

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I. Introduction

A. Background

Initial planning for the update of the 1996 Fern Ridge Area Strategic plan began in November of 2005. The planning process consisted of four meetings in April, May and June, with the final plan presented at a meeting on June 16, 2006. The plan was funded through a generous grant from The Ford Family Foundation's Ford Institute for Community Building with matching funding provided by several local funding partners.

The strategic plan update builds upon the work done by the Fern Ridge Community Response Team and the foundation laid by the strategic plan completed in 1996. The impetus for the plan was a belief that the people of the Fern Ridge communities had a great deal of energy, and enthusiasm, but they would benefit from clarity of purpose, and the belief that factors influencing the community had changed dramatically since the plan written in 1996. In order to address those factors and plan for the future, the Strategic Planning Action Committee came together to begin the strategic planning process.

B. Strategic Planning Process

The Strategic Planning Action Committee (for list of member please see Appendix A) came together to decide on the merits of a plan update, to agree on a timeframe and to plan for the funding needed to engage in the strategic plan update process. These initial meetings that laid the groundwork for the strategic planning sessions also included brainstorming sessions that were designed to recruit as widely as possible from the Fern Ridge area, and to ensure that all those who were interested would have a voice in the process. The planning process consisted of four meetings in April, May and June, with the final plan presented at a meeting on June 16, 2006.

The first session included:

- ✓ A review of area demographics
- ✓ A session to identify existing area assets
- ✓ A review of the vision written by the 1996 Fern Ridge group and development of an updated vision that used three areas – the human environment, the natural environment and the built/business environment to frame the discussion.
- ✓ A review of goals and strategies from the 1996 plan with the option to retain/ retain and modify/ or discard existing goals

The second session included:

- ✓ A review of the community's vision as crafted by three volunteer members of the group
- ✓ Small group work to develop visionary goals framed around four areas
 - Quality of life
 - Workforce development
 - Business development
 - Infrastructure
- ✓ Review of strategies from the 1996 plan and development of new strategies
- ✓ An introduction to action planning

The third session included:

- ✓ Presentation and refinement of the vision
- ✓ Refinement of the goals and strategies
- ✓ Action planning of the top rated strategies

Session four included review by participants and in-depth talk of implementation plans.



Forty one people participated in the process (see Appendix A) representing civic organizations, non-profits, local businesses, environmental advocates, social service organizations, local school boards, the City of Veneta and private citizens. The group looked at their community and gave careful thought to what they thought it could and should look like in ten years.

C. Implementation

A meeting of the Strategic Planning Stakeholders Committee will be held on June 29th and will focus on completing an implementation plan for the Fern Ridge Strategic Plan Update.

II. Community Profile

The Fern Ridge Area encompasses Veneta, the largest town in the area and Elmira, Noti, Crow. For the purposes of Marketek market readiness analysis, Lorane, Triangle Lake, Walton and the surrounding rural areas have been included the Fern Ridge market area. Veneta, the Fern Ridge areas commercial hub is located on Highway 126, between Eugene and the Oregon coast. It represents the end of the Willamette Valley and the beginning of the Coast Range. Veneta was settled in 1912 by E.E. Hunter and was named for his five year old daughter.

Figure 1: Fern Ridge Area



Source: Marketek Inc.

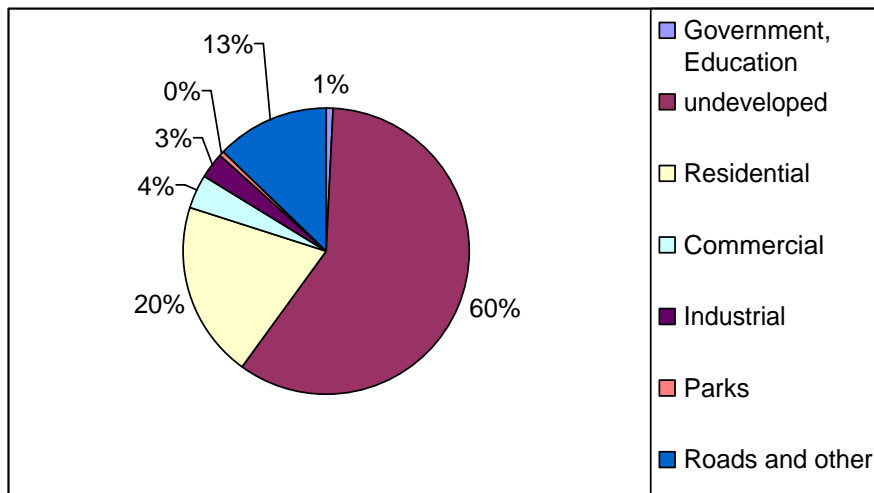
The Fern Ridge area has grown slowly since its inception with periods of growth often linked to the timber industry. Although growth in the Fern Ridge area from 1990 to 2005 was slower (0.72%) than the State of Oregon (1.91%) that pattern is not expected to continue. Forecasts call for the State of Oregon's growth rate to slow to 1.43% while Veneta is expected to see an average annual increase of 1.81% for the same period. According to data gathered by Marketek Inc. the population of the Fern Ridge Area in 2005 was 20,839 and should reach 22,724 by 2010.

The median age of residents in the area is 42.9, as compared to the State of Oregon which is 37.3. Of the area population 12% are over 65 years of age and 24% are 19 years old or younger. Educational information for the Lane County area shows that, as of 2004, 28.2 % of the population has obtained a bachelor degree or higher, compared with 27.7% of the population at the State level. In addition, 9.3% of the population over 25 has not obtained a high school diploma, compared with 12.8% of the population at the State level.

Data on median household income collected by Marketek shows a 2005 median income of \$50,219 for the Fern Ridge Area. In comparison, Lane County's median income is \$42,601 and the State of Oregon's was 47,424. In 2004 15.3% of the Fern Ridge area's population lived below the poverty level, while the rate was 14.1% for the State. Unemployment rates for the area for 2006 stood at 6.6%, while Oregon's was 5.6%. The percent of students eligible for free or reduced-price lunches is often used as a measure of children's economic well-being. Data gathered by Fern Ridge School District 28J show that, in 2004, 42.3% of the children in the school district qualify for free and reduced lunch, based on income (<http://www.indicators.nwaf.org/>).

Housing Starts are up considerably in the Fern Ridge area. Single-family residential building permits totaled 116 in 2003, and 125 in 2004 (Marketek, Market Readiness Analysis). In addition, Hayden Homes a homebuilder based in the Redmond area is moving ahead with plans for the construction of 600 new homes. The increase in housing development is likely due to several factors. A new wastewater treatment plant was brought online in 2000, which allowed for the lifting of a development moratorium. Also the median housing prices in the nearby Eugene metropolitan area have escalated at a far greater rate than outlying areas. Land in the Veneta area is still available for different types of development. The chart (Figure 2) below illustrates land available within Veneta's urban growth boundary. The Northwest Employment Center is a large tract of undeveloped industrial land in the northwestern part of the Veneta. It is slated to open for development in the near future. The drinking water supply is the major infrastructure issue for the Fern Ridge Community. New well sites are under construction to supply water for future demands.

Figure 2: Land Uses in Veneta's UGB (June 2000)



Source: Region 2050: City of Veneta Profile, www.lcog.org

The community has, in the past, been dependant on jobs in established industries such as timber and wood products, and the decline in those industries has had a substantial impact on the economy. Nevertheless, the forest products industry will remain vital to the region, and employed 808 people in Lane County in 2004. The industry has become more efficient with mills that can handle a wider range of raw material, and has shifted towards secondary wood products. Lane County and the Fern Ridge area is also a large producer of agricultural products. Lane County's top commodities in 2004 were farm forest products, cattle, nursery crops, and Christmas trees (<http://www.qualityinfo.org/olmisj/OlmisZine>). In 2004, Lane County's annual agriculture employment was 1,820. The biggest employers in the Fern Ridge Community are government and retail establishments. Government employers include the Fern Ridge School District, Oregon Department of Forestry, Oregon Department of Transportation, and the City of Veneta (<http://www.dwassociates.com>).

Many other factors contribute to growth and prosperity in the Fern Ridge Area. The Country Fair, is an annual three-day festival offering entertainment, hand-made crafts, food and information sharing, which began in 1969. The three days event draws 40,000 to 50,000 participants, and the Fair boasts its own water and communication systems, security team, recycling service and much more. The people who take part in the Country Fair have worked hard to build a mutually cooperative relationship with their neighbors and have become a well established, anti-establishment event.

Wineries and vineyards have been blossomed in the fertile ground of the Fern Ridge Area. This industry will undoubtedly have an increasing impact on the area economy. This belief is bolstered by the Oregon Employment Departments listing of Viniculture as an emerging industry in this region. (<http://www.qualityinfo.org/olmis>) In the Fern Ridge Area wineries include; King Estates, Lavelle Vineyards, Hinman Vineyards, Secret House Winery, Chateau Lorane, and Silvan Ridge. These businesses are a relatively new and flourishing aspect of the local economy. Their presence brings needed economic diversity, and a cachet that burnishes the image of the area.

The Fern Ridge Reservoir continues to attract many visitors who sail, fish and camp along its shores. It will continue to provide an opportunity for outdoor activities and economic stimulus. According to the Army Corp of Engineers, the reservoir brings in 13.6 million dollars of tourism revenue annually (<http://www.findarticles.com/p/articles/mi>).

The Fern Ridge area will continue to deal with the challenges and reap the benefits of being in close proximity to the Eugene metropolitan area. It is likely that many people will continue to choose the options of living in the bucolic landscapes of the Fern Ridge area, while working in Eugene. This trend presents the benefits of population growth, but also the dual challenges of planning for that growth and providing amenities locally, so that dollars are spent in the local economy.



III. Community Vision

The members of the strategic planning group collaborated throughout the process to clarify a vision of the community for the year 2016. The group designed the vision to recognize and address existing limitations, but also build upon existing assets and successes to create a community that enhances what they value in their natural and built environment, and also recognizes that human assets are vital to any thriving community and that each individual must be valued and respected in order to the community to grow and prosper. The group also recognized the importance of a strong economy and the benefits of a strong economy that supports local businesses.

A Community Vision for Veneta – 2016

CORE VALUES

A community is a reflection of its citizens and their interactions. The Fern Ridge Community believes that a rich civic life, diverse educational opportunities, access to essential social services, recreational opportunities, and preservation of our local heritage are the lifeblood of a healthy, growing community.

The Fern Ridge community recognizes that trees, wetlands, waterways, and other natural features are vital to the identity and livability of the Fern Ridge Area.

We recognize that the built environment is also vital in the economy and to the social, educational, and environmental health of the community.

A vibrant community is not possible without a vibrant economy. To achieve an optimum quality of life for all citizens, the community must create a business environment that builds on local assets and provides the physical, economic, educational and social infrastructure necessary to support a sustainable community.

The people of the Fern Ridge Area envision a community in which:

- The natural diversity of the living environment has been preserved and enhanced
- Parks and other facilities provide access to natural areas for human interaction with civic, cultural and recreational activities increasing the economic potential of natural areas.
- Architecture reflects an approachable human scale that encourages pedestrian activity.
- The built environment reflects a sense of place, a strong community identity and exists in harmony with its natural surroundings.
- Community agencies collaborate to provide the best services for all its citizens.
- The community retains its small town character.
- Residents have the option of working in their own community with a mix of small and medium-scale business providing stable employment opportunities and rich support for entrepreneurship
- The transportation infrastructure provides safe, dependable regional commerce to other business, cultural and recreational centers while maintaining quiet residential streets.



- Business areas are clearly identifiable to persons traveling on local highways

IV. Action Agenda: Goals, Strategies, and Action Steps

The strategic plan developed by the Fern Ridge Area community builds upon the vision created by the group. The vision is a description of how the group envisions its community in the future. After developing the vision, the group set about creating the following framework for its work:

- Goals – the end point or condition you want to achieve
- Indicators. Of success– How you will know if you are being effective
- Strategies – Paths you can take to reach your goal
- Action plans – Tasks to move you along the path

In the goal development process the group used four areas as a framework to develop their goals. They included:

- Quality of life
- Business development
- Workforce development
- Infrastructure

During the strategic planning process the group also focused on existing community assets, so that the community could intentionally build on assets that already exist to enhance and improve their community. By defining goals and strategies and building off of existing assets the community of Fern Ridge is setting the stage for short-term successes that will help contribute to the realization of their long-term vision. The highest rated strategy in each of the four areas was action planned by the strategic planning group. Those results are listed in Section B below. Please see Appendix B for a complete list of other strategies developed by the group.

A. Measuring Success

Placeholder for success measures (one per goal).



B. Community Goals, Strategies and Actions

Business Development Goals

Business Development Goal

Develop a business community that provides diverse products and services that meet local market demands while attracting outside dollars

Business Development Strategy 1

Initiate a Business Assistance Team (BAT) that incorporates a volunteer service corps and a targeted business recruitment activity

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Initiate a joint City /Chamber Committee	September, 2006 – ongoing	Tami Sakany and Sharon Hobart Hardin	Veneta City Council and Fern Ridge Chamber of Commerce	\$0	The Committee is established
Recruit for volunteer service corps	January, 2007 – ongoing	Joint Committee	Fern Ridge Chamber of Commerce and City of Veneta	\$2,500	10 Volunteers secured and database established
Inventory skill sets needed for volunteer service corps	September – November	Tami Sakany	Business Community and City of Veneta	\$0	Identify 5 – 10 specific skill sets
Promotion campaign for volunteers	January – March 2006	Tami Sakany	Joint Committee		Advertisement and letter created
Promotion campaign for BAT	April 2006 – ongoing	Fern Ridge Chamber of Commerce	Joint Committee		10 business customers
Explore funding sources	January – March 2007	Committee	LCOG, OCEDD, Oregon Community Foundation	\$0	Identification of grant and stable financial resource

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Feasibility Assessment	June – December 2006	Gail Wilki and Kari Westlund	University of Oregon Business School	\$0	The student complete assessment
Review Market Readiness Analysis and establish priorities for targeted recruitment	July – December 2006	Joint Committee	Economic Development Committee	\$0	Prioritized top 3 targets

Business Development Strategy 2

Establish a Business Information Clearinghouse which includes an inventory of existing business and available resources

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Establish a Chamber library of both physical and online resources	September, 2006 – ongoing	Chamber of Commerce	Community Volunteers	\$1,000	A designated area for business resources at Chamber
Collect and catalogue relevant economic development documents	September, 2006 – ongoing	Chamber of Commerce	Community Volunteers	\$1,000	Library of business resources
Transfer printed material to electronic files	January 2007 – ongoing	Chamber of Commerce	Volunteers and Chamber Staff	\$0	Database of all material
Establish ongoing communication with economic development organizations	October 2006 – ongoing	Chamber of Commerce	Economic Development Committee	\$0	Receipt of data from contacted organizations
Integrate the City of Veneta, Chamber, West Lane News, and State of Oregon business databases	July 2006 – ongoing	Chamber of Commerce	City of Veneta, West Lane News, Chamber of Commerce, and State of Oregon	\$100	An integrated business database

Workforce Development Goals

Workforce Development Goal 1

The Fern Ridge Community will have a well skilled workforce with options for lifelong learning in order to recruit, retain and grow high value added businesses.

Workforce Development Goal 2

The Fern Ridge Community will develop volunteer opportunities for non-profit programs and essential services.

Workforce Development Strategy 1

Ensure delivery of quality programs for training unemployed and under employed people with skills needed for employment and career advancement

Action Step	Time Frame	Responsible Party	Collaborators	Budget	Success Measures
Develop a steering committee	1 month	Strategic Planning Committee	Boards of schools, City of Veneta, West Lane Tech Center, LCC Advisory Committee, Chamber of Commerce, Economic Development Committee	\$0	Committee Established
ID workforce needs survey	3 months	Established committee	Same as above	\$8,000	Survey analyzed
Look at other community training models.	3 months	Same as above	Same as above	\$1,000	Review of 3 models



Action Step	Time Frame	Responsible Party	Collaborators	Budget	Success Measures
ID Community Resources High Schools, LCC, West Lane Tech. Center, Businesses	5 months	Same as above	Same as above	\$0	Acceptance By resources
Design programs to meet needs	5 months	Same as above	Same as above	\$0	Design completed
Coordinate & promote educational assets in the community	5 months	Same as above	Same as above		Acceptance by Resources
Deliver programs	8 months	Agencies identified	Same as above		Program in place
Evaluate & plan	12 months	Steering committee	Same as above		Evaluation plan designed

Workforce Development Strategy 2

Develop a Community Volunteer Resource Coordinator to promote programs and provide services for Non-Profit groups and agencies

Action Step	Time Frame	Responsible Party	Collaborators	Budget	Success Measures
Develop a steering committee	1 month	Strategic Planning Comm.	(see Goal 1)	\$0	
Identify what the community needs by survey	3 months	Established committee	Same as above	\$0 (with Goal 1)	Survey analysis
Look at other community models.	3 months	Same as above	Same as above	"	Review 3 other communities
ID Community Resources - Budget/sustainability - In kind services	5 months	Same as above	Same as above	\$10,000 Collaborator partners	Completed budget
ID funding strategies	5 months	Same as above	Same as above	Grant	Grant written
Secure funding	5 months	Same as above	Same as above	\$30,000	Grant rcvd.
ID supervisor/agency	5 months	Same as above	Same as above	\$0	Committee established

Action Step	Time Frame	Responsible Party	Collaborators	Budget	Success Measures
Develop metrics for success	5 months	Same as above	Same as above	\$0	Metrics done
Develop a work plan/job description	5 months	Same as above	Same as above	\$0	Job description
Develop a recruitment plan	6 months	Same as above	Same as above	\$300	Position filled
Develop a work space	6 months	Same as above	Same as above	(City hall)	Space provided

Quality of Life Goals

Quality of Life Goal 1

To provide a quality of life, which allows people in the community to access the fundamental necessities and amenities of life.

Quality of Life Strategy 1

Develop and improve cultural, artistic and recreational amenities

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Obtain a facility	16 months	Larry Larson	City of Veneta/ Art. Inc.	\$800,000 and \$260,000 property	501 (c) (3) and down payment
Grants, identify sources and resources in community	Past – 501 (c) (3)	Earle Ellson, City of Veneta, Ford Family Foundation	Earle Ellson, City of Veneta, Ford Family Foundation		Grant applications in by deadline
Critical Path					
Identify and blend existing and future amenities	1 year	City of Veneta, Art Inc., Senior Services	City of Veneta, Art Inc., Senior Services		
Prioritize cultural activities for implementation					
Survey the Community	Done				
Involve the School District	After-school program	Nick Russo			Network of communication
Bring in outside resources					
Identify a community champion OCF/ N4RG					

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Explore OCF as a resource					
Promote activities with diverse draw					Staffing for booking
Catalogue cultural resources					Staffing for booking
Improve existing facilities to support these					Essential upgrades for occupancy

Infrastructure Development Goals

Infrastructure Goal 1

To create a sustainable water system for the Fern Ridge Community that meets the potable, waste and storm water needs of the future.

Infrastructure Goal 2

Develop a multi-modal regional transportation system that moves people, goods and services efficiently and safely throughout the region.

Infrastructure Goal 3

Provide communication and energy infrastructure to support an economically sound and sustainable future.

Infrastructure Goal 4

Create and maintain facilities and open space and develop fully accessible regional, cultural, and recreational resources.

Infrastructure Strategy 1

Form a Fern Ridge park and recreation district

Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Determine Proposed Boundary & Inventory Parks & Programs	1 st Quarter- July, August, September 2006	TSP, City and Members of Park Committee	TSP, City , FRMS, Senior Center	None	Park Inventory Finished
Needs assessment & Services Prioritized	2 nd Quarter- October, November, December 2006	City, Parks Committee	TSP, Fern Ridge School District	None	



Action Step	Timeframe	Responsible Party	Collaborators	Budget	Success Measures
Prioritize recreational services	2 nd Quarter- October, November, December 2006	City, TSP, Park Committee	TSP, Fern Ridge School District, Senior Center, Community	None	
Outline programs, services and facility	2 nd Quarter- October, November, December 2006	City, Parks Committee, TSP, Senior Center	Community	None	Programs that fit everyone's needs
Support Survey	3 rd Quarter- January, February, March 2007	City, Park Committee	TSP, Fern Ridge School District	None	Positive Feedback
Logistics, funding, and legal issues overview (research)	3 rd /4 th Quarter – January to May 2007	City, Parks Committee, TSP	Community	None	
Organizational structure research and outline	3 rd /4 th Quarter – January to May 2007	City, Parks Commission, TSP	Community	None	Have Chain of Command in place
Staff and facility	4 th Quarter – April, May, June 2007	City, Parks Commission	TSP, Fern Ridge School District	None	
Capital Programs and budgets	1 st Quarter – July, August, September 2007	City	TSP, Parks Committee, Senior Services	None	
Place on Ballot	1 st Quarter – July, August, September 2007			Community	Raise money to establish program



V. Implementation Plan (1-2 pages plus the timetable)

Placeholder for implementation plan and conclusion

Appendix A – Strategic Planning Working Group Members

Brooker, Tim
Brownell, Hal
Chappell, Patricia
Cotter, Thomas
Coulson-Keegan, Cathy
Crinklaw, Rick
Demaline, Robert
Demaline, Shirley
Eagle Eye, James
Ellson, Earle
Esty, Marion
Freeman, Charles
Galioto, Gino
Garcia, Anthony
Hill, Heather
Hobart-Hardin, Sharon
Ingham, Ric
Issa, Brian
Kartub, Doug
Kaufman, Kim
Larson, Larry
Lesh, Mat
Lesh, Michelle
Mariner, Joan
McCoy, Robbie
Newton, Joseph
Noble, Eva
Palmer, Eileen
Paul, Pierrette
Pew, Sterling
Reha, Lois
Ruff, Charles
Russo, Nicholas
Sakany, Tami
Sanders, Scott
Savage, Joe
Scott, Leslie
Westlund, Kari
Wilkie, Gail
Williamson, Jon
Zavroz, Robert

Appendix B - Prioritized Strategies for the Four Goal Areas

The material below is the full listing of strategies developed by the strategic planning group. After developing the strategies, each member of the group was given four dots and asked to apply them to strategies that they personally supported and would be willing to work toward. Thus the higher the numerical score the higher the support shown among the group. The numerical score received is shown to the right of the strategy. Actions were developed for the highest ranking strategy in each of the four groups and are listed below their respective strategy.

Business Development

Goal

Develop a business community that provides diverse products and services that meet local market demands while attracting outside dollars

Strategy	Score
Initiate a Business Assistance Team (BAT) that incorporates a volunteer service corps and a targeted business recruitment activity	18

Actions
Initiate a Chamber of Commerce Committee
Initiate a joint City/Chamber Committee
Recruit for volunteer service corps
Inventory skill sets
Promotion campaign
Investigate why proposal was never started 12 years ago
Look at success models
Explore funding sources
Feasibility
Long term product

Strategy	Score
Establish a business information clearinghouse which includes an inventory of existing businesses, available resources, etc	2

Workforce Development

Goal

The Fern Ridge Community will have a well skilled workforce with options for lifelong learning in order to recruit, retain, and grow high value added businesses.

Strategy	Score
Ensure delivery of quality programs for training unemployed and under employed people with skills needed for employment and career advancement.	3
Coordinate and promote the educations assets in the community.	3
Foster quality job shadowing mentoring programs with high school.	1

Goal

The Fern Ridge Community will develop volunteer opportunities for non profit programs and essential services.

Strategy	Score
Develop a community volunteer resource coordinator to promote programs and provide services for non-profit groups and agencies.	7

Actions
Find available funds
ID Community Resources /budget/in-kind
Develop a work plan / job description
Place an ad
Develop metrics for success
Develop a work space
ID a supervisor
Job description
Funding
Part time paid/volunteer
Recruitment Plan
Identify supervisor/ agency
Look at other community models
Feasibility study
Identification/ Clarification of services
What do the non-profits and agencies need?
Database of volunteer skills, interests and availability

Strategy	Score
Promote and communicate the services and programs delivered by local social services, agencies and other local non-profit groups.	7

Strategy	Score
Develop a community volunteer and non-profit informational fair to promote the need for volunteers	2

Strategy	Score
Expand high school shadowing programs to plug into services provided by non-profit and volunteer groups	1

Quality of Life

Goal

To provide a quality of life, that allows people in the community to access the fundamentals necessities and amenities of life.

Strategy	Score
Develop and improve cultural, artistic and recreational amenities	11

Actions
Obtain a facility
Grants, identify sources and resources in community
Develop a business plan
Critical Path
Identify and blend existing and future amenities
Prioritize cultural activities for implementation
Survey the Community
Involve the School District
Bring in outside resources
Identify a community champion
Explore OCF as a resource
Promote activities with diverse draw.
Catalogue cultural resources
Improve existing facilities to support these.

Strategy	Score
Develop and support quality schools	6

Strategy	Score
Maintain well staffed local law enforcement and programs	4

Strategy	Score
Establish ongoing community issue forums to discuss issues and inform the community	2

Strategy	Score
Develop social systems that allow a decent quality of life, i.e. : Health care, community centers which require operation staff and programs and telecommunication centers.	3

Strategy	Score
Develop an ongoing support system promoting community funding of local activities	1

Infrastructure Goals

Goal

Create a sustainable water system for the Fern Ridge Community that meets the potable, waste and storm water needs of future growth.

Strategy	Score
Develop a regional conservation and water management plan that addresses surface and subsurface water quality issues	4

Strategy	Score
Develop a water conservation plan that encourages conservation rainwater harvesting and water reuse.	4

Goal

Develop a multi-modal regional transportation system that moves people, goods, and services efficiently and safely throughout the region.

Strategy	Score
Develop an incentive program for alternative transportation.	3

Strategy	Score
Identify, inventory, and integrate relevant elements of existing transportation plans.	1

Goal

Provide communication and energy infrastructure to support an economically sound and sustainable future.

Strategy	Score
Develop an inventory, needs assessment and action plan for energy and communications.	1

Goal

Create and maintain facilities and open space and develop fully accessible regional, cultural, and recreational resources.

Strategy	Score
Form a Fern Ridge park and recreation district.	16

Actions
Inventory Parks
Support Survey
Needs assessment
Staff and facility
Services Prioritized
Logistics, funding, and legal issues overview (research)
Outline programs, services and facility
Organizational structure research and outline
Capital Programs and budgets
Prioritize recreational services
Involve youth in all steps

Strategy	Score
Develop and connect local and regional trails.	1

Appendix C: Background Data

Community Assets as Identified by committee members
Meeting 1- April 6, 2006

Professional Entities
Senior Center/ Services
Schools/ Lane County Learning Center
Non Profits
Wineries
Sports
Artisans
Medical/Dental/Chiropractor
Fire District
TSP
Lane Protect/ Community Chest
Santa Project
Pools-Teaching Swimming
Chamber of Commerce
Incorporated City
Oregon Country Fair Endowment
City Council
School Board
Midlane Community Chest
Long Tom Watershed Council
Library
Budget Committee

Physical Assets	Physical Assets
Proximity to County Parks	Fern Ridge Chamber of Commerce
Lake	Kiwanis
Trees	City Council
Air Quality	Oregon Country Fair
Sports/baseball fields	Culture Jam
Shovel Ready Property	Friends of Library
Community Pool	Garcia Senior Center
Wetlands- truffles/bird fly way	Veneta Planning Commission
Oregon County Fair	Neighbors for Responsible Growth
Long Tom River	Mid lane Community Chest
Utility Upgrades	Library Board
Water System	Library Foundation
Hiking Opportunities	Applegate Regional Theater
Close Proximity to Coast	High School Sports Teams
Bradshaw lonation acreage	Neighborhood Watch
Open Space	Booster Clubs
Vacant Commercial Opportunity	Mr. Flacon
Camp Lane	Parks Board
Lumber	Volunteer Fire Fighter Association
Wineries	Parent Teachers Association
Organic Farms	TSP

Physical Assets	Physical Assets
Sunset	Wineries of Lane County
Wildlife	Theater Group
Skate Park	Church Groups
Camp Wilani	St. Vincent De Paul
Library	Knights of Columbus
Fire Station	Key Club
Fern Ridge Trail	National Honor Society
Wildlife Refuge	East Broadway Neighbors
Family Amusements	Granges
Garcia Senior Center	Community Bazaars
Old Growth Forest	Applegate Art Guild
Rail Spur	Applegate Museum
	Santa Project
	Liver Tree
	VPW
	Rebecca's

Economic Assets
Plentiful 2 nd Growth/ PCT Timber for retooled mills
Plenty of buildable lands
Reservoir
Open space
Opportunity for small business
Opportunity for more parks and recreations
Affordable housing
Good schools
Seasonal stimulus: OCF, Secret House and other events
Mix of Rural/City population/ farm
Wetlands
Horse people
Proximity to coast
Growing existing businesses
Franchise fees from utilities
Roads
Utility Programs which will assist energy efficient building and upgrades
Highway Crossroads (126 & Territorial)
Small town opportunities
OCF Endowment 10-12,000/ year for art , cultural and environmental activities
Arts and Crafts: Home based businesses
Willingness of City Council to "Grow Business"
LCC Learning Center
Bicycling and Boating
Entrepreneurs
New industrial
Oregon Dome
Frontier Resources
Bi-Mart
King Estate
Hinman Vineyards
Lavelle Vineyards

Economic Assets
Railroad
Proximity to Airport
Parks and Pool
Gym
Rays Food Place

Personal Assets

Asset	Initials of Person
Organizational Skills	EE
Coordinating Group Activity	EE
Good with Dogs	DK
Energy Conscious Skills	
Objectivity	
Accountability	
Honesty	
Volunteering	TB,LR, RJN
Flaming Extrovert	
Community Organizer	TB
Youth Advocate	TB
Enjoy being silly in public	RSN
Planning	TB
Birding	
Sense of Humor	DK, SHH, RJN
Marketing	DK, J, CCK
Organizational Skills	J, SHH, DK, LR
Baking Skills	Prof. GW
Good with Animals	GW
Looks for solutions	GW
Humor	GW
Teaching	EN
Computers	EN
Organization	EN
Accounting Business	
Management Skills	Pierrette Paul
Artist/Musician/Actor	T
Builder	
Gardening	T
Teaching Writing	RJN
Reading Aloud	JM
Public Speaking	RJN
Educator	
Organization and Administration	
Liberalism	CCK
Gardening	CCK
Networking	T
Good with Kids	DDK
Computer Troubleshooting	RJN
Software Development	RJN
Team Building	CF

Asset	Initials of Person
Expense Control	CF
Life time member of Community	Shirley
Computer Skill	Shirley
Spread Sheets	Shirley
Investments and Financial Markets	SS
Small Business Creation	SS
Finance and Banking	SS
Crisis Intervention	RJN
Mediation and Arbitration	RJN
City Planning	
Coaching/ Kids	
Public Relations	
Media Relations	
Rural Planning and Development	
Recreation Planning	
Machinist	
Crane operator	
Tool and Die Maker	
Truck Driver	
Work on Cars	
Boiler Tender	
Welder	
Organize	NR
Designer	NR
Family	NR
Public Speaker	NR
Event Management	
Mediation Skills	
Sustainability Skill	
Communications	
Psychic Neurosurgeon	

Demographic Indicators group Discussion

Indicators seen as most important by the group

Veneta Strategic Plan Update
Demographic Indicators

- Income distribution: Too High
- Population: Age distribution
- Crime and Drugs
- Technology Services: Electric and Communication
- Education: Do we need more schools?
- Housing Costs: Median Housing Cost
- When people move here, do they stay?
- Lack of small businesses in community
- Lack of cultural activities, parks, etc.

More Data Needed for these Indicators

- Data addressing school age children
- More accurate crime data
- More accurate data regarding new houses, population, schools, children, etc.
- Air and water quality data