Willamette Falls
LEGACY PROJECT

Public Feedback Summary

Community Event #2

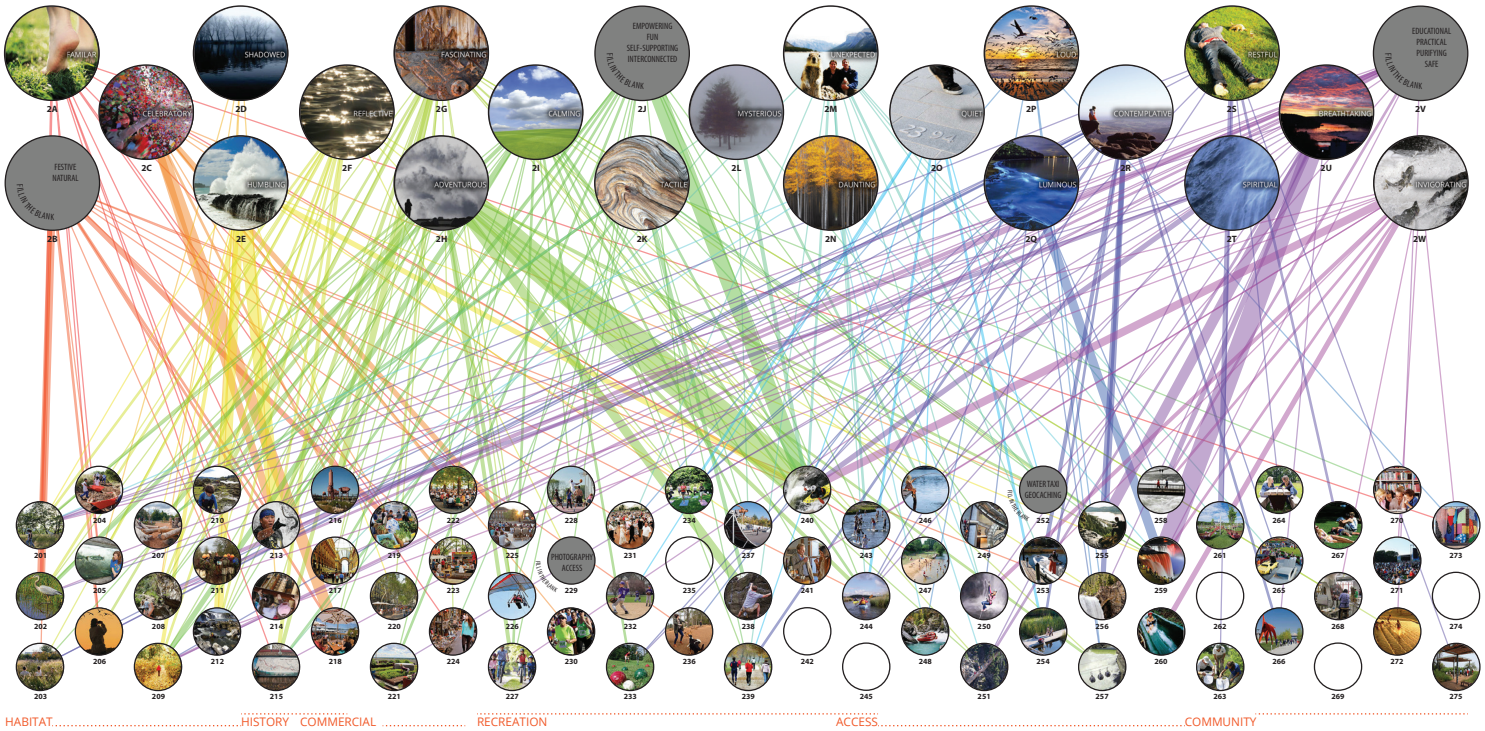
Introduction

The Design Collective held its first public event on March 30, 2016 at the Abernethy Center. Following the in-person event, an online open house was launched April 6, 2016 that replicated the activities and information and provided an opportunity for people to participate that missed the March 30th event. The overall goal for this event (in-person and online) was to collect ideas for possible activities and experiences along the future Riverwalk.

There was great community enthusiasm for this event, with an estimated attendance of 800 people at the in-person event and almost 1,200 visitors for the online event. The large majority of online visitors viewed the results of the in-person event, a smaller portion completed all the feedback forms. The following document and appendices summarize the input received from both the event and the online event survey.

Activity 2

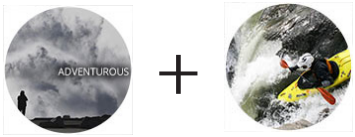
The graphic below illustrates feedback received at both events (in-person and online). Participants were able to view a variety of activity ideas collected by people from around the region and sensations someone might experience at the Riverwalk. They then made connections between the two groups of images, illustrating a deeper understanding of program. With the illustration below, the size of each connecting line is proportional to the number of pairings between the two images. Images that did not receive connections have been left blank and indicated on the following page.



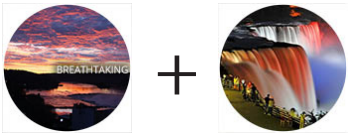
View a larger version of graphic in Appendix.

Activity 2 Continued...

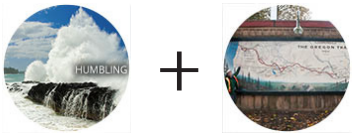
The Most Popular Pairings :: Based on a total of 511 pairings



Adventurous + Whitewater Kayaking



Breathtaking + Falls Overlook



Humbling + Site History

Celebratory + Outside Dining

Breathtaking + Unstructured Views

Feeling/Experience Image Highlights

- The seven most connected Feeling/Experience images were: Adventurous (2H), Breathtaking (2U), Fascinating (2G), Humbling (2E), Celebratory (2C), Calming (2I), and Reflective (2F).
- Three Feeling/Experience images had very few connections: Shadowed (2D), Daunting (2N), and Loud (2P).

Activity Image Highlights

- The following images had the greatest number of connections with Feeling/Experience images:

Whitewater Kayaking

Tribal History

Nighttime Viewing

Habitat

Natural Trail

Explore

Outside Dining

Activity 3

At the in-person and online event, participants were asked to select three images that inspired them and one image that represented a concern or worry they have for the Riverwalk. A summary infographic of the activity results can be found in the Appendix.

Activity 3 Continued...

Images with the Most Positive Reactions :: Based on 814 Responses

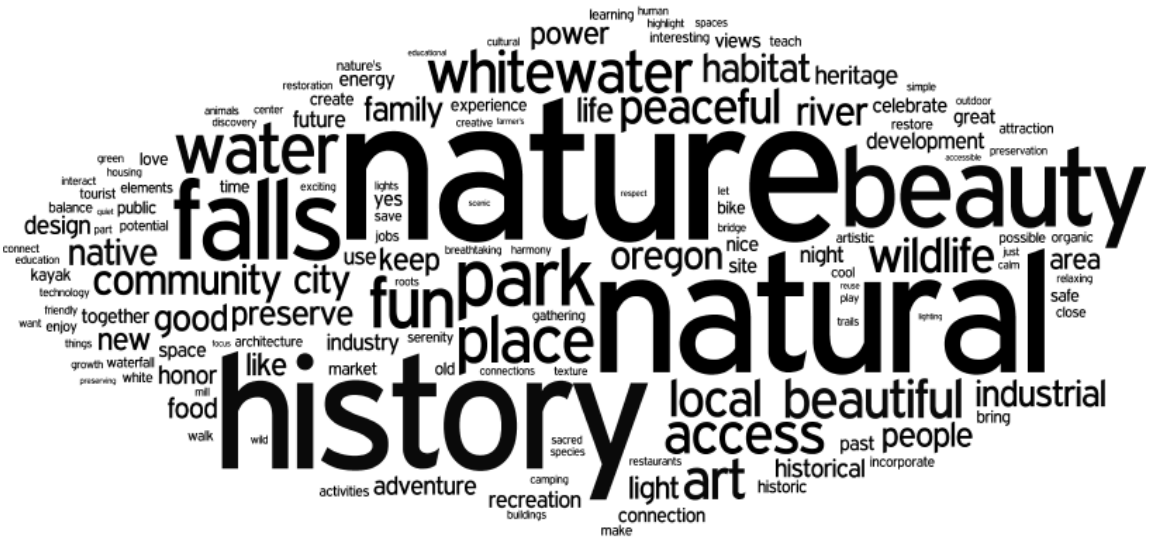
Images with the Most Negative Reactions :: Based on 328 Responses

Images that Received Both Positive and Negative Reactions

Some images received almost equal numbers of positive and negative responses. These images include:

Word-Image Associations

Participants were also encouraged to provide a word or short phrase that describes why they feel positively or negatively about the images they selected. For the above referenced images, we have analyzed this verbal feedback using word clouds. The results are documented in the appendix. As an example, we've analyzed all 814 positive responses for all images used in the activity and represented the results in a word cloud. The word cloud was produced using the website wordle.net, and removes common words such as prepositions. Otherwise we have not corrected or adjusted the submitted written content, leaving errors and odd responses intact.



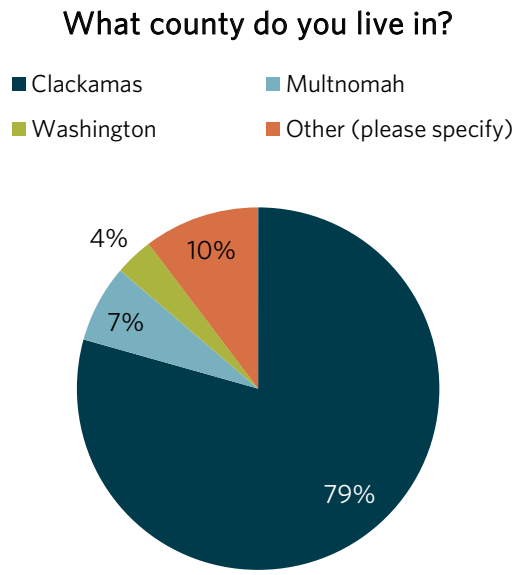
Words Associated with Positive Reactions to Images

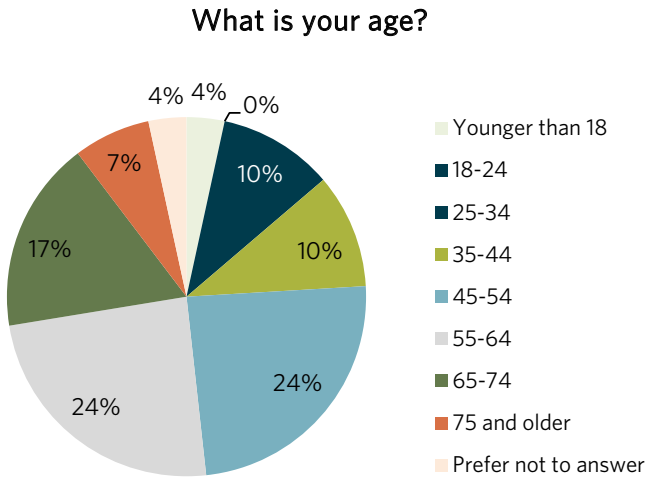
Highlights from the March 30th Event

- Almost 700 people signed in at the event
- Overall, an estimated 800 people attended or staffed the event (including volunteers and those that did not sign in)
- 42% of participants have 97045 (Oregon City) as their zip code; 10% of participants have 97068 (West Linn) as their zip code
- 31 people completed an exit survey, with 85% of the participants stating that the overall event was either excellent or good
- Of 31 people, 68% of the participants stated that the information presented was either extremely or quite useful

Demographics (Based on those who completed Exit Survey)

- The majority of participants identify themselves as white (88%), while 4% of said they prefer not to say and 8% selected other for race
- 56% of participants were female, 41% were male, and 3% preferred not to list a gender





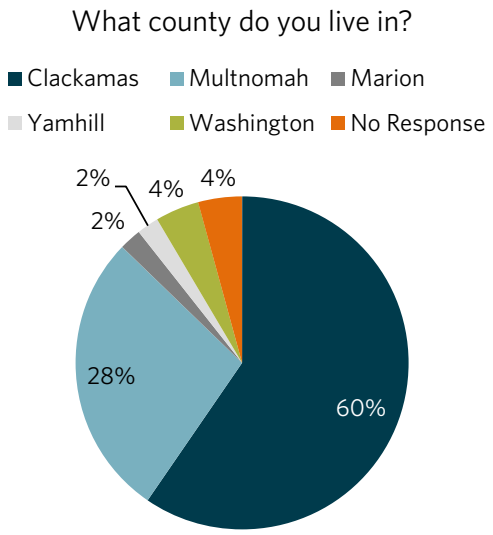
Highlights from the Online Event

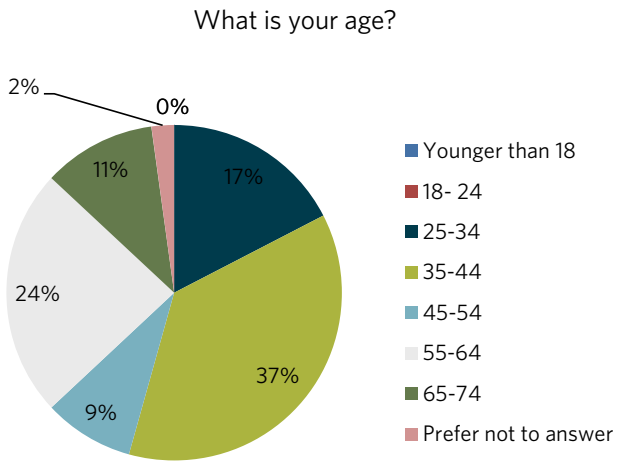
- There were a total of 47 submissions and 1,191 unique visitors April 6-25
- When asked if participants attended the March 30 event, 77% of participants stated that they did not attend, 17% did attend and 6% did not respond
- 42% of participants have 97045 (Oregon City) as their zip code
- 76% of the participants stating that the overall event was either excellent or good
- 66% of the participants stated that the information presented was either extremely or quite useful
- Videos provided introductions to each station. They were viewed:
    - Welcome (385 views)
    - Share (252 views)
    - Experience (203 views)
    - Inspire (122 views)

Demographics (Based on all online event participants)

- The majority of participants identify themselves as white (88%), while 4% of said they prefer not to say and 8% selected other for race
- 56% of participants were female, 41% were male, and 3% preferred not to list a gender

Highlights from the Online Event Continued...





How Will Community Feedback be Used?

Public input from this event will be used by the Design Collective to inform our ongoing design process.

Activity 2 results have been used to influence the programming recommendations, helping us propose both (1) key program drivers and (2) program ideas that require additional investigation. Input related to the Feeling/Experience images of Activity 2 will help guide the types of experiences the Design Collective will craft along the Riverwalk. We will reference this input as part of the way we describe future design proposals.

Image selection and word clouds resulting from Activity 3 help us confirm the main points of interest the community has for the project, suggest concerns that the Design Collective may address or avoid as part of the design, and identify areas where the community might have conflicting points of view, allowing the Design Collective to actively resolve contradiction as part of our process. For instance, Image 327 of the carnival solicited two very different types of comments: those related to fun family activities, and those related to a crowded, inauthentic character.

Attendance and community background information from both the online survey and the event can be used both by the Design Collective and also the Client Team to better our engagement efforts moving forward, and identify communities that may benefit from engagement strategies that fall outside large public and online events. The results also help reduce the guess-work involved in the planning of future events.

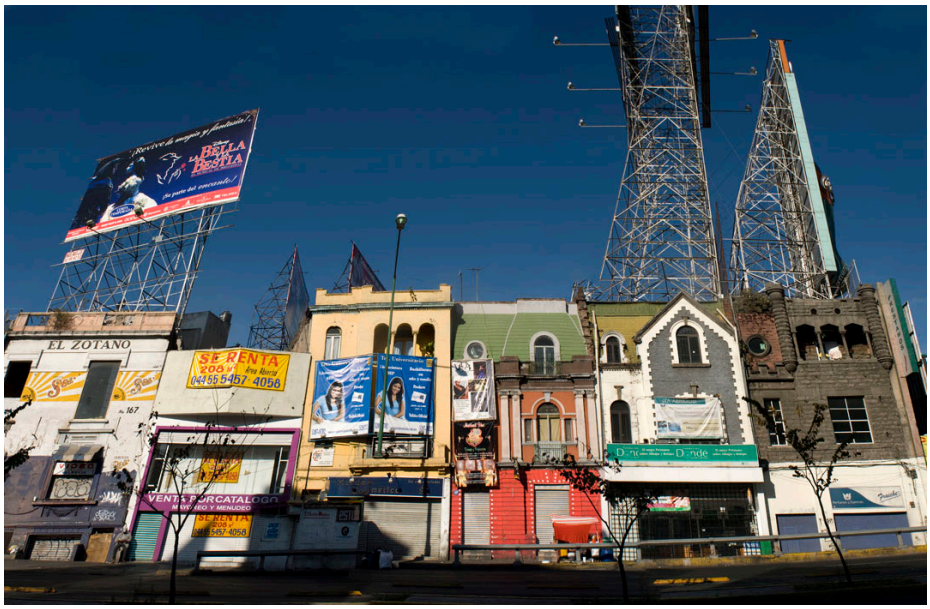
We consider the information provided above as public input, not unbiased or error-free data. Thus, the above content should serve the Design Collective and Client Team as a guide for how to proceed forward with the design process of the Riverwalk.

Appendix: Activity 3 Word Clouds

Image 318: 33 Comments, 31 Positive / 1 Negative

Image 327: 39 Comments, 14 Positive / 25 Negative

Image 335: 19 Comments, 13 Positive / 6 Negative



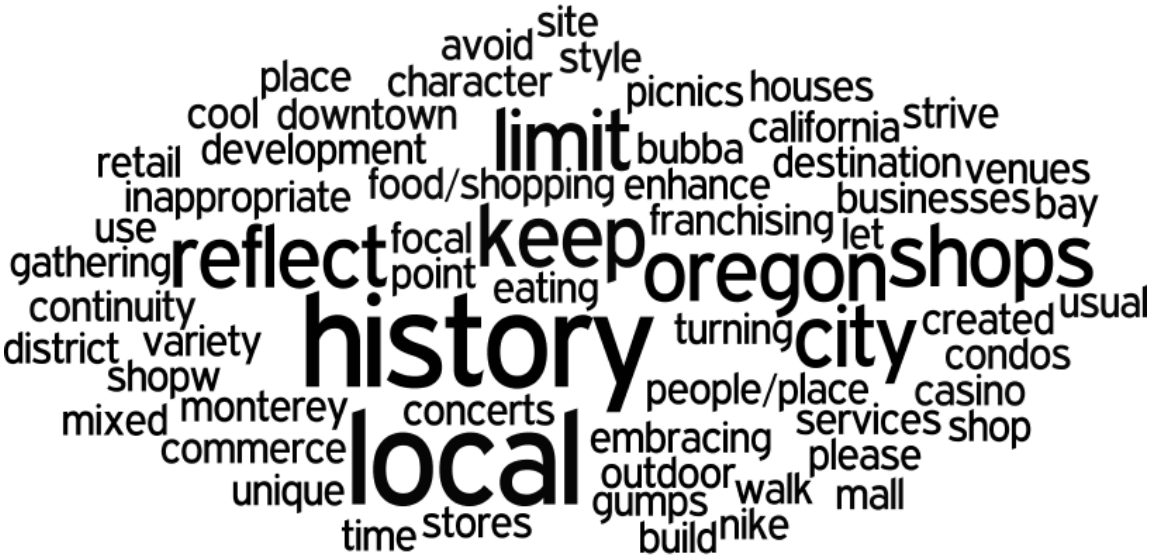


Image 340: 32 Comments, 4 Positive / 28 Negative

Image 354: 29 Comments, 23 Positive / 6 Negative

Image 355: 27 Comments, 8 Positive / 19 Negative

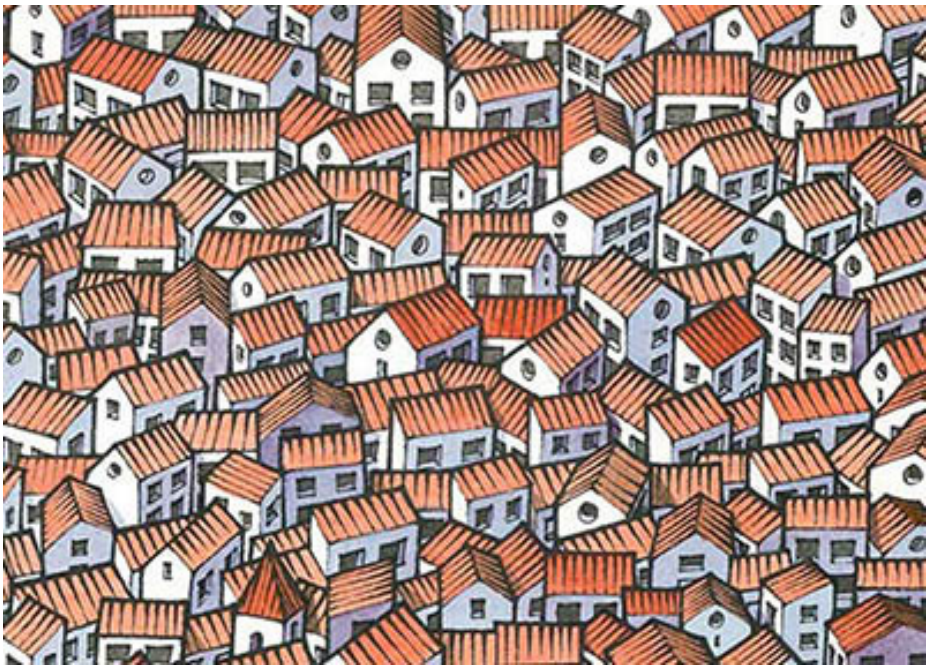


Image 365: 50 Comments, 7 Positive / 43 Negative

Image 370: 15 Comments, 8 Positive / 7 Negative

self
wee wall gritty much
center good sculptures clean
railroad diverse
clear decorate need art safety tubes
oregon expression
art/expression celebrate
water keeping graffiti designated past
careful streets youth
track keep created vandalism
local culture
city

Image 388: 24 Comments, 23 Positive / 1 Negative

Image 397: 31 Comments, 31 Positive / 0 Negative

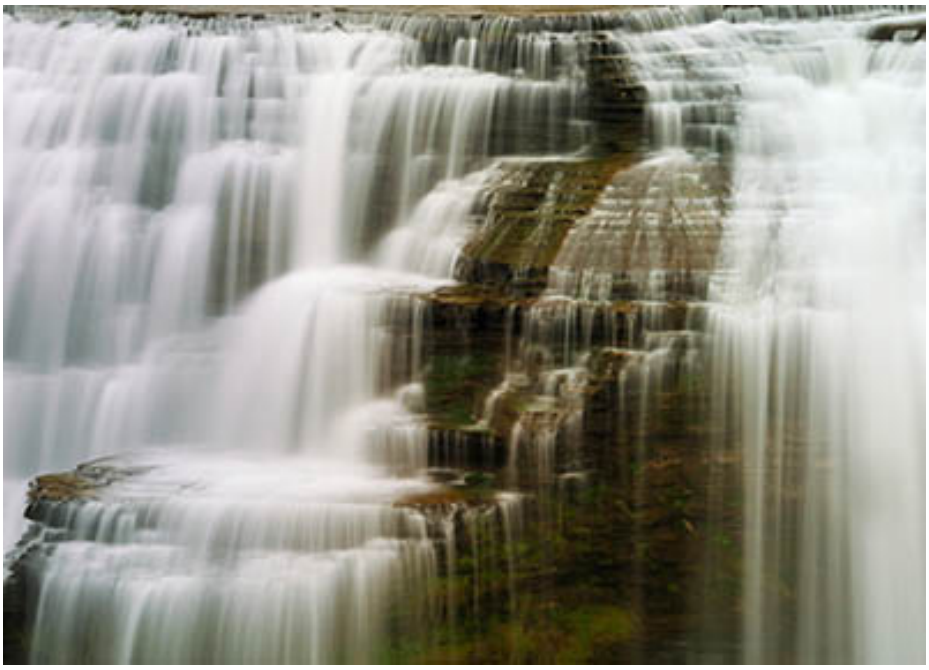


Image 400: 13 Comments, 6 Positive / 7 Negative

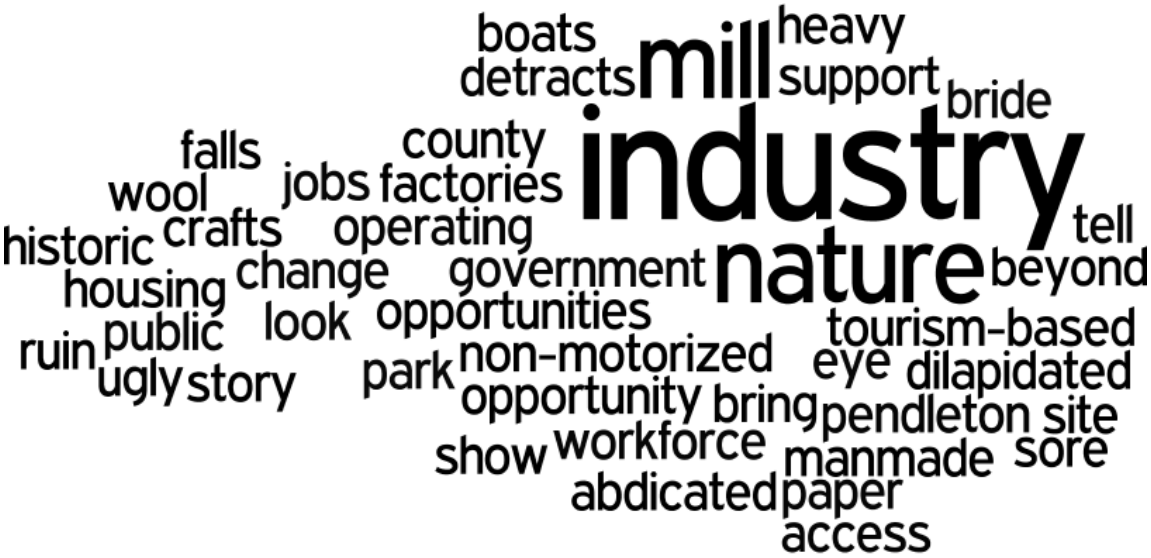


Image 401: 44 Comments, 41 Positive / 3 Negative

Image 402: 20 Comments, 3 Positive / 17 Negative