

SUMMARY OF PUBLIC WORKSHOP #1 & COMMUNITY SURVEY #1

The City of Salem Public Works Department held the first Hilfiker Park Master Plan Workshop (Public Workshop #1) on Thursday, November 2, 2017 from 6:30-8:00 p.m. at the Painters Hall Community Center, located in the Pringle Creek Community. It was intended to set the stage for the Hilfiker Park Master Plan by providing background information on the proposed park classification, the site context, existing conditions, and potential park elements.

Advertisement for the meeting included postcard mailers, fliers, social media announcements, the City website, and direct communication with the Morningside Neighborhood Association. Postcards were sent to residents within the half-mile park service area and fliers were posted in the park. Approximately 28 people attended the workshop.

To further capture the interest, views, concerns, and preferences of local residents and park users, the City administered a neighborhood-focused visioning survey (Community Survey #1) from November 2, 2017 to November 17, 2017. This survey was presented in two formats, hard-copy and online. Hard copies were distributed to participants of Public Workshop #1. The online version was published to the City website on the following day, November 3, 2017, and advertised to the neighborhood through the Morningside Neighborhood Association, social media, and the City website. A total of 64 surveys were received, including 26 hard-copies and 38 online responses.

Format of Public Workshop #1

Public Workshop #1 began with a presentation by City staff. This presentation provided an overview of the park master planning process, the Site Assessment Report, and potential park features and uses. A virtual field trip was provided using photos and maps. This was followed with a question and answer period. Community Survey #1 was then distributed.

Following a brief intermission, participants were invited to stay and engage in an interactive *yard sale activity* wherein they placed money stickers on posters that featured various amenities and site uses. Each participant was provided the same quantity of stickers, representing a \$27.70. Participants also had the opportunity to write in and vote for additional park elements. The exercise allowed those in attendance to engage with the project team, learn, ask questions, and identify their priorities via a value ranking exercise. Participants were invited to spend their yard sale activity money on 16 different site features.



Workshop #1 attendees completing Community Survey #1

What We Heard

Following the end of Community Survey #1, City staff reviewed survey responses, tallied the results of the yard sale activity (see page 3 in Figure 1 and Table 1), and compiled their notes. As follows is a list of the top concerns, ideas, and desired features for the neighborhood park site:

CONCERNS

- Overdevelopment and loss of natural character
- Street development within close proximity to the park increasing traffic in the neighborhood
- Increase traffic, noise, parking congestion, crowding, and other neighborhood impacts
- Nuisances and encroachment from adjacent private property
- Significant use from residents outside of park service area
- Delinquent activity and misuse, particularly at night and during the summer
- Not doing anything (i.e. not changing the current park site)
- Loss of a quiet neighborhood greenspace
- Degradation of the natural portions of the park
- Not having enough play area for children
- Public safety

IDEAS

- Park should be kept as it is today
- Changes to the park should be minimal
- Site should maintain a “natural” character
- A playground, if added, should have a natural look
- Dougal fir trees should be selectively thinned
- Design should provide a nature interpretive trail and/or educational feature
- Consideration should be given to including a community garden
- Design should include a shelter for year-round use
- Park should be simple, affordable, and low maintenance
- Design should provide a more open and welcoming place
- Consideration should be given to park expansion, as opportunities arise
- Design should provide uses and activities for a variety of people and age groups
- Park should have a bathroom

DESIRED FEATURES

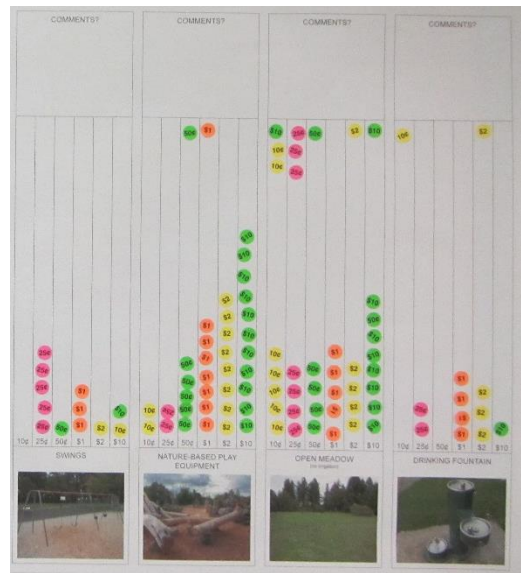
- Improved pedestrian and bicycle access, including access from Hilfiker Lane
- Ecological enhancements in natural area (e.g. tree thinning, invasive plant removal)
- Nature-based play equipment for small children
- Open meadow
- More walking paths
- Serve as a place of quiet respite and relaxation
- Serve as a close-to-home natural area

Table 1: Monetary Breakdown form Yard Sale Activity

Program Element	Money Spent	Percentage
Enhanced Natural Area	\$195.40	30.08%
Nature-based Play Equipment	\$139.70	21.51%
Open Meadow	\$122.45	18.85%
Multi-purpose Court	\$32.10	4.94%
More Walking Paths	\$29.70	4.57%
Playground Equipment	\$26.10	4.02%
Drinking Fountain	\$23.60	3.63%
Benches / Picnic Tables	\$22.00	3.39%
Picnic Shelter	\$18.05	2.78%
Swings	\$16.85	2.59%
Demonstration Garden	\$14.10	2.17%
Interpretive Walk	\$4.75	0.73%
Adult Fitness Equipment	\$3.95	0.61%
Horseshoe Pits	\$0.70	0.11%
Outdoor Classroom	\$0.10	0.02%
Expanded Multi-purpose Turf Field	\$-	0.00%
TOTAL	\$649.55	100.00%



Participation in the yard sale activity



Yard sale activity poster

Figure 1: Monetary Breakdown for Yard Sale Activity

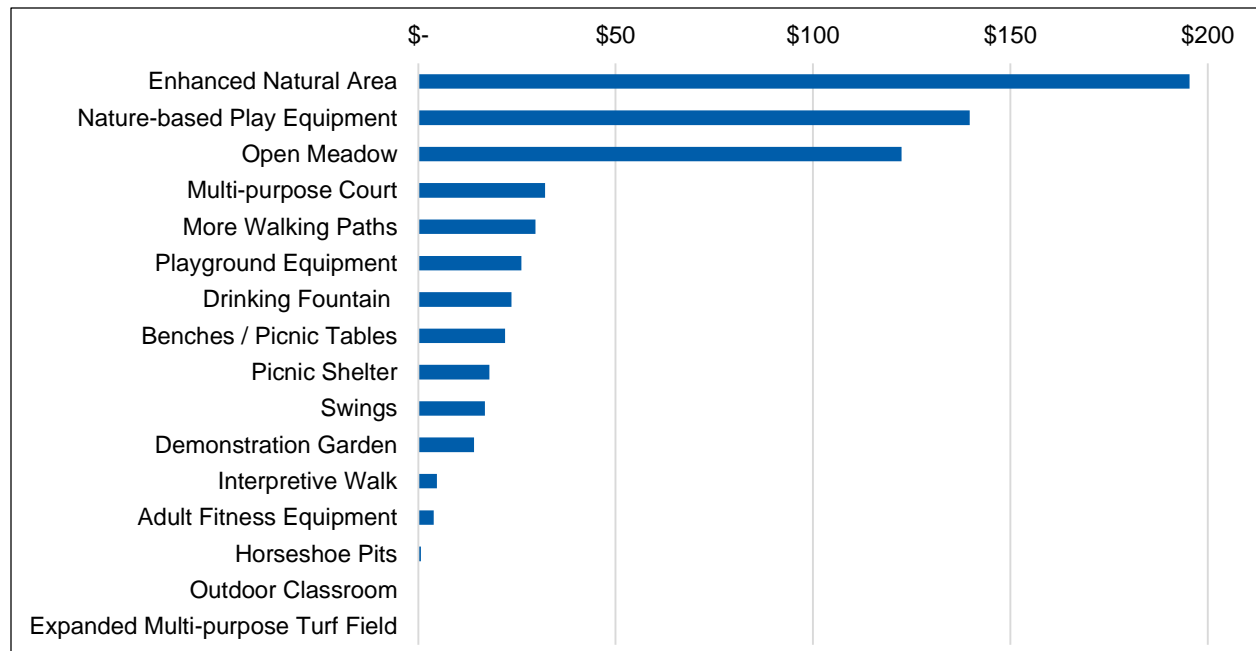


Figure 2: Raking of Park Features form Community Survey #1 Question #3

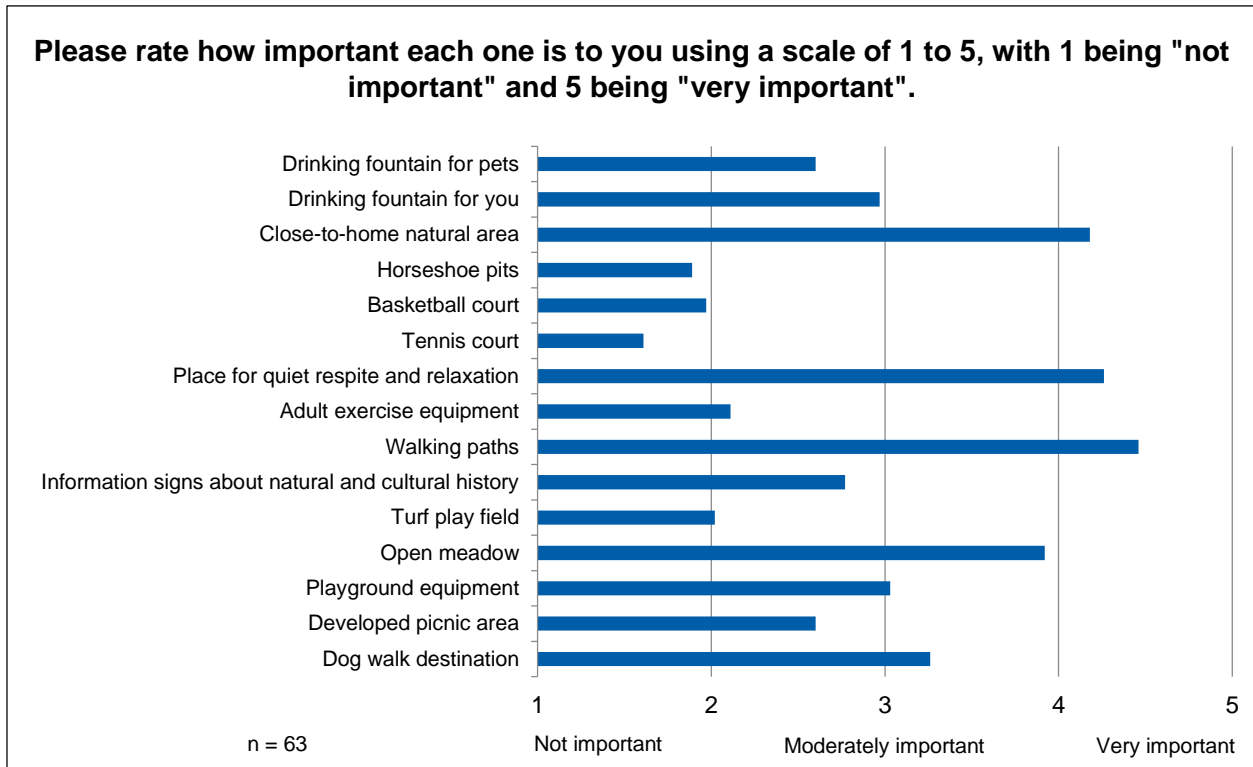


Figure 3: Word Cloud Content Analysis of Community Survey #1 Question #7

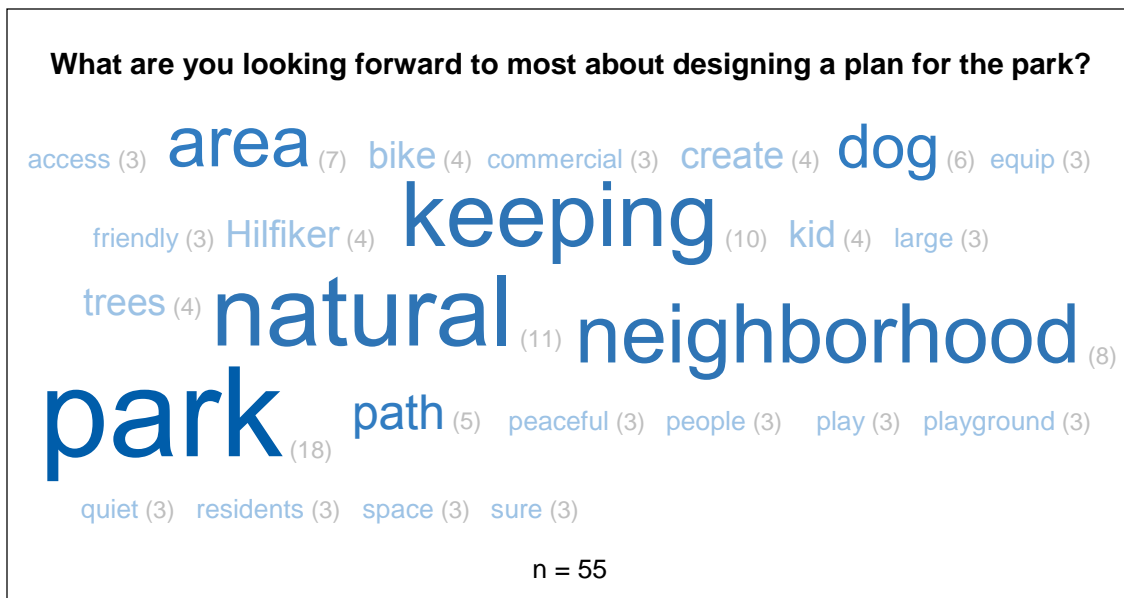


Figure 4: Word Cloud Content Analysis of Community Survey #1 Question #8



Preparation of Design Alternatives

Based on the feedback provided through Hilfiker Park Master Plan Public Workshop #1 and Community Survey #1, City staff is developing three design alternatives for the site. The design alternatives focus on providing different levels of programming intensity, from low to high, in an effort to spark discussion and feedback with the community during the subsequent Hilfiker Park Master Plan workshops and refinement toward a preferred design alternative. While the plans are each uniquely different, they have underlying common elements:

COMMON TO ALL DESIGN ALTERNATIVES

- Maintain existing park features
- Pedestrian access improvements to the park site from Hillrose Street SE
- Addition of park identification signs and regulatory signage

No Action Alternative

A number of neighborhood residents, park users, and other stakeholders expressed a strong interest in maintaining the Hilfiker Park in its current state. Several neighborhood residents indicated that developing a park master plan was unnecessary.

In response to this feedback, the City of Salem Public Works Department proposes an additional “no action” alternative where the current master plan effort for Hilfiker Park would be terminated. This alternative would result in an implied prohibition on improvements to Hilfiker Park, thereby limiting grant opportunities and future predevelopment projects. While not recommended by City staff, the Salem Public Works Director will consider the no action alternative if endorsed by a motion from the Morningside Neighborhood Association.