

# Cottage Grove 2037 VISION AND ACTION PLAN

May 2008

A plan by and for the people  
who live, work, learn and  
play in Cottage Grove!





# A Letter to the Community from the Cottage Grove 2037 Steering Committee

Dear Cottage Grove Community,

It is with great pride and enthusiasm that we present the enclosed Vision and Action Plan.

Together, Cottage Grove residents created a vision for our hometown and a road map to get us there – a place our children and grandchildren will be proud to call home. The action plan focuses on four main areas: Expanding and Integrating Community Networks, Enhancing Urban Places and Spaces, Investing in a Diverse and Sustainable Economy, and Preserving and Promoting Environmental Assets.



We are grateful for the contributions made by the many Cottage Grove residents and supporters who participated in the planning process. We also want to thank the dedicated volunteers who served on the “Pioneering Future” Emphasis Area Team. Their ideas ensure a plan not just for today, but for tomorrow and beyond. In all, more than 1,000 people shared their ideas and priorities for the future.

The Steering Committee is committed to the implementation of these actions and pledge our support to this ongoing community effort. Please join us in making Cottage Grove the envy of the South Willamette Valley! But, our work has just begun. We need your help to bring the vision to life. Please check-in periodically at [www.cottagegorve2037.com](http://www.cottagegorve2037.com) for updates on implementation progress and to learn how you can help move the vision forward.

Sincerely,

*Alyssa Humberston*

*Cathy Bellavita*

*Spencer Miller*

*Amy Callahan*

*Thomas D. Huerfano*

*Teresa J. Cowan*

*J. Smith*

*Rob Currier*

*Darrel Williams*

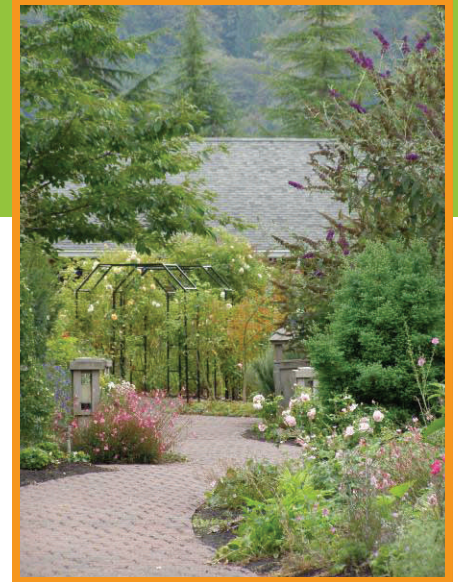
*Wivian Wright*

*Rud May*

*Sean Sydnor*



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# Introduction



Cottage Grove 2037 is a community-wide visioning process sponsored by the City of Cottage Grove and a diverse array of community organizations, including the South Lane School District, Cottage Grove Sentinel, Emerald People's Utility District, Cottage Grove Community Hospital, Friends of Mt. David and the Cottage Grove Community Foundation among others.

The year 2037 was chosen as the target date for "bringing the vision to life" because it coincides with the City's 150<sup>th</sup> birthday (the sesquicentennial) – a time of celebration. While we are planning for a long away date, the reality is that many of the proposed actions will get started right away.

Cottage Grove 2037 outreach was designed and facilitated by our consultant, Barney & Worth, under the guidance of the citizen-based Steering Committee and based on the input and suggestions from hundreds of Cottage Grove residents.

While this plan will influence how the city operates, it is not a City plan. It is a community plan, made by the people who live, work, learn and play here.

The visioning process contained four steps:

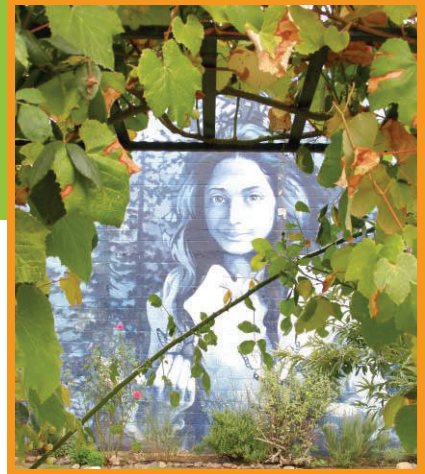
- ◆ Preliminary community input included meeting with local groups and organizations, issuing surveys and other outreach. In the Cottage Grove tradition, neighbor-to-neighbor discussions helped to generate a lion's share of the input. Town Hall Meeting #1 drew more than 350 participants and hundreds of ideas were generated. In addition, the consultant team reviewed existing community plans to see what to build on, and compiled a data profile to identify notable demographic, economic and other trends.
- ◆ That input was sorted and delivered to five "topic-based" citizen working teams (Emphasis Area Teams) who were responsible for finding common goals and priorities and assembling a series of draft strategy and action concepts under categories like "education" or "environment," "public health," "economy" and others. By dividing community ideas into emphasis areas, we were better able to focus on specific initiatives that will help bring community priorities to life. The Emphasis Area Teams came up with 20 strategies and 93 actions for implementation.
- ◆ Once those draft strategies and actions were in place, it was back to the community with a second round of public outreach. Electronic polling was utilized to prioritize actions.
- ◆ The final step was ensuring that each action was supported by a lead partner responsible for ensuring its implementation.



Cottage Grove 2037 Town Hall Meeting #2 - April 2008

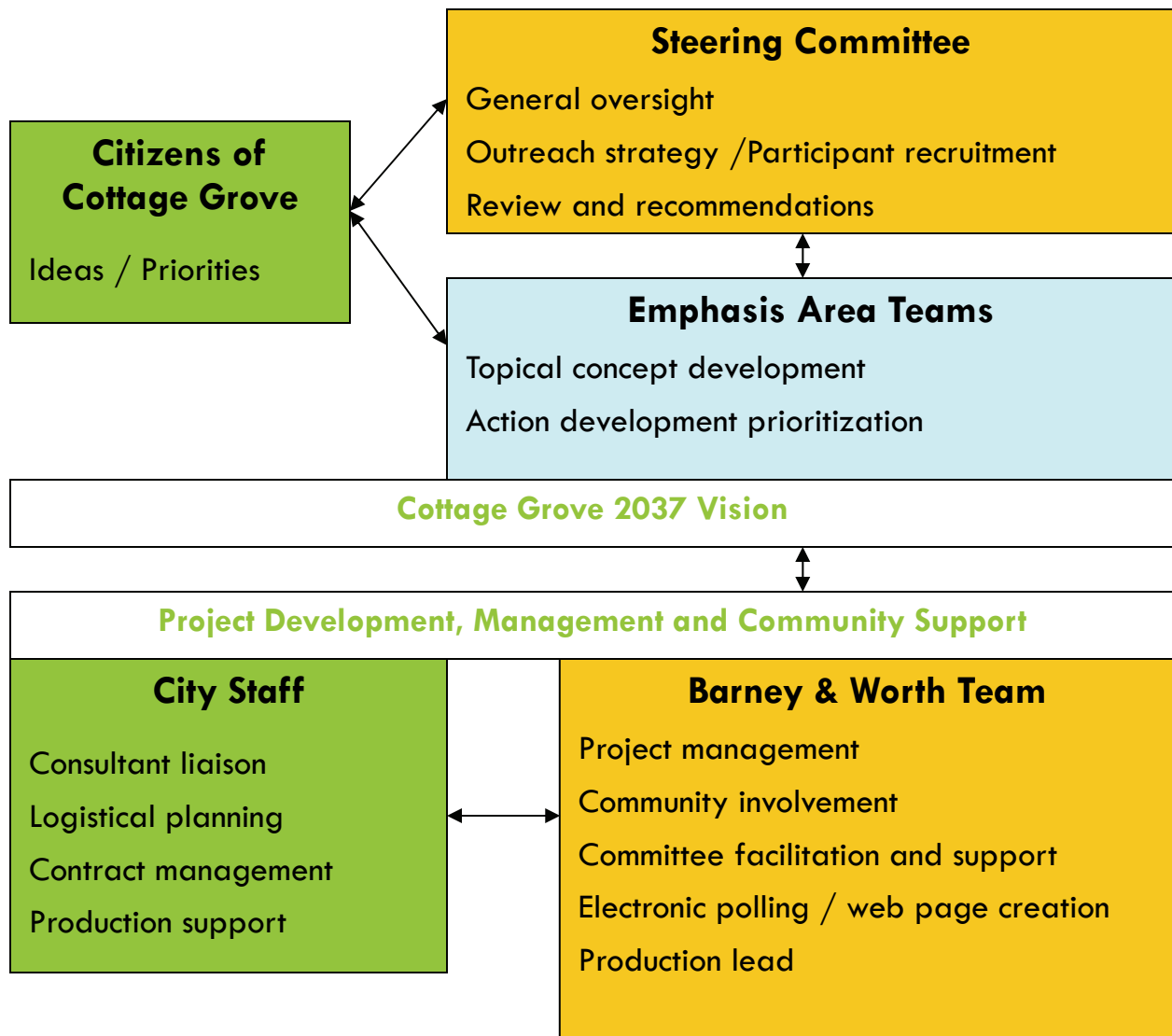


# Visioning Process



The following diagram illustrates how the various planning components and participants interrelated during development of the Vision and Action Plan.

## Work Plan Schematic





# Visioning Process (Cont.)



## Cottage Gove 2037 Steering Committee

Steering Committee members included representatives from the City of Cottage Grove, Cottage Grove Community Hospital, Friends of Mt. David, South Lane School District and Emerald People’s Utility District. Two members of the steering committee are students at the Cottage Grove High School and members of the Cottage Grove Youth Advisory Council.

### Members of the Cottage Grove 2037 Steering Committee:

- ◆ Councilor Lynn Miller, City of Cottage Grove, Chair
- ◆ Cathy Bellavita, Friends of Mt. David
- ◆ Teresa Cowan, City of Cottage Grove
- ◆ Amy Callahan, Cottage Grove Community Hospital Foundation
- ◆ Rob Currier and Bob Mieger, Emerald People’s Utility District
- ◆ Alyssa Humberston, Student, Cottage Grove High School
- ◆ Randy Mee, Cottage Grove Community Hospital
- ◆ Councilor Thomas Munroe, City of Cottage Grove
- ◆ Krista Parent, South Lane School District
- ◆ Jon Stinnett, Cottage Grove Sentinel
- ◆ Sean Snyder, Student, Cottage Grove High School
- ◆ Darrel Williams, former Mayor of Cottage Grove
- ◆ Vivian Wright, South Lane School District

## Emphasis Area Teams

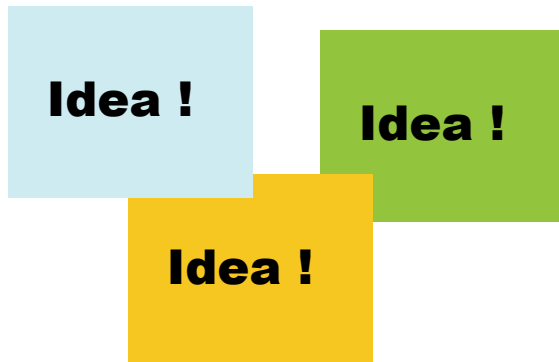
Expanding & Integrating Community Networks	Enhancing Urban Places & Spaces	Investing in a Diverse & Sustainable Economy	Preserving & Promoting Environmental Assets	Pioneering Future
Barbra Butzer	Cathy Bellavita	Alan Bair	Ort Dross	Rob Currier
Amy Callahan	Sharon Jean	George Devine	JoAnn Gray	Ivan DeSol
Kraig Christensen	Ron O’Keefe	Leah Murray	John Hogan	Brian Forge
Aaron Earlywine	Matt Parker	Matt Parsons	Alyssa Humberston	Rodleen Getsic
Holly Genthner	Betty Schnell	Mindy Roberts	Wayne Kleckner	Brian Hebb
Heather Murphy	Darrel Williams	John Rudolph	Thomas Munroe	Eric Johnson
Gina Plantz	Staff: Jessica Duggan	Judd Van Gorder	Pam Reber	Jim Kness
Becky Venice		Terry Van Gorder	Demian Schwartz	Randy Mee
Staff: Mike Grover		Staff: Richard Meyers	Lloyd Williams	David Seidel
Staff: Teresa Cowan			Staff: Amanda Ferguson	Cindy Weeldreyer
				Staff: Jan Wellman



# Visioning Process (Cont.)



## Public Involvement Highlights



### IDEAS ARE COLLECTED

- Review of past planning efforts
- Steering Committee input
- Community Survey
- Community Briefings
- Town Hall Meeting # 1 - Small Work Groups and Public Discussion



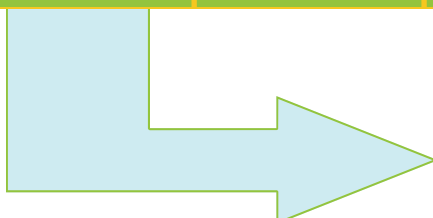
### STRATEGIES ARE FORMED

- Steering Committee Input
- Emphasis Area Teams Created
- Emphasis Area Team Meetings



### ACTION PLAN CREATED

- Town Hall Meeting #2 - Electronic Polling / Prioritization
- Steering Committee Input

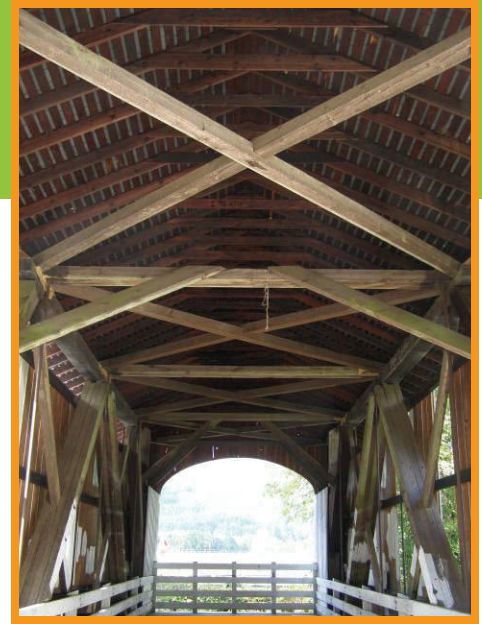


**This Way to Cottage Grove 2037  
Vision Implementation**





## Vision Statement



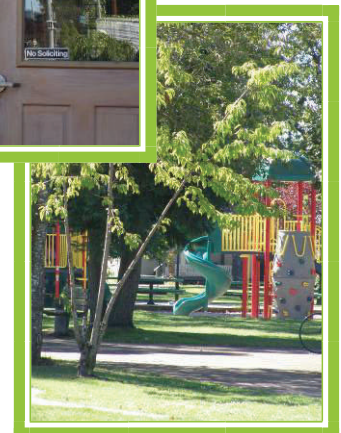
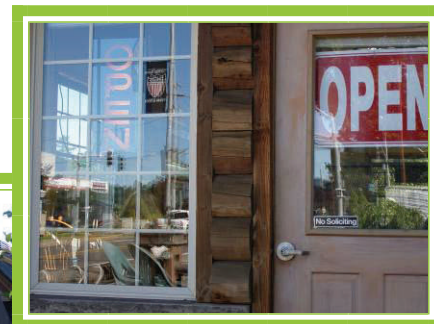
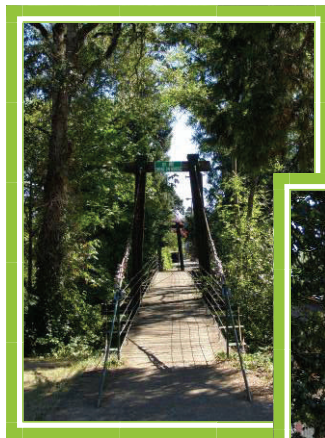
### Cottage Grove 2037 Vision Statement

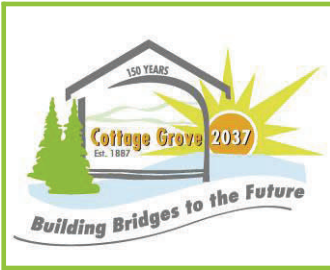
Cottage Grove, the crown jewel of the southern Willamette Valley, is a self-sustaining, prosperous community valued by area residents and visitors alike for its unique and distinct qualities. The people who live, work, shop, learn and play in Cottage Grove keep the community thriving. Residents care for and embrace people of all ages, races, religions and economic means.

Ties to the community's pioneering past are prominently displayed through annual festivals, preservation of historic buildings and a series of vibrant murals that leap off downtown walls. As the economic hub of south Lane County, Cottage Grove is home to a mix of anchor and emerging businesses that offer living wage employment opportunities for area residents.

The community has established itself as a leader in environmental preservation, alternative energy and sustainable development. Yet, the community's abundant natural resources remain central to the Cottage Grove identity as evidenced through a coordinated and well-maintained system of gateway signage, parks and trails and tourism packages focused on the many eco-friendly and natural resource based adventures located within and around the city.

More than anything, Cottage Grove is a community residents are proud to call home, and one they care for and invest in for future generations.





# Top 25 Projects!



At the second Town Hall meeting, participants used electronic polling to identify priority proposals. The following 25 ideas rated highest among 93 options.

Priority	Description
1	Continue the successful Youth Advisory Council. (5.2)
2	Expand high-speed data network to provide core business and education areas with high-speed communications capacity, and systematically extend the network to encompass other locations. (15.1)
3	Provide support for agencies and programs that educate youth on the dangers of drugs, alcohol and tobacco use. (6.1)
4	Actively manage upcoming regulatory changes in stormwater, drinking water, and recycling due to the City's population exceeding a 10,000 person threshold. (15.4)
5	Establish and market a formal program for placing local students and graduates into training and/or paid internship positions within local businesses. (14.1)
6	Expand the Executive Director Network to include faith-based community leaders and nonprofits and identify and implement programs that connect youth to the community through sports, arts, church, 4H and other activities. (5.1)
7	Provide local rehabilitation opportunities and enhance family and drug-courts that deal with those unique issues. (7.4)
8	Expand and promote a locally-based early childhood prevention program for at-risk families and increase efforts to reach and involve low-income families in parenting classes through expanded partnerships. (6.2)
9	Identify opportunities to enhance entrepreneurship and career education and training within local school curricula. (14.2)
10	Analyze the feasibility of and execute a plan to locate, finance and build a new youth- and family-oriented recreation center that offers physical activities, non-school events and wellness components. (5.3)
11	Identify industry and business types that "fit" with Cottage Grove locational conditions (e.g. population, setting, workforce) and would be embraced in our community. (13.4)
12	Explore and execute innovative, cooperative marketing opportunities and priorities that enhance patronage of existing business establishments. (13.3)
13	Work with other law enforcement agencies to create a regional approach to reduce drug impact on community including, potentially, a high intensity drug traffic area enforcement strategy. (7.3)
14	Make LCC Cottage Grove a hub for science and technology training in Lane County. (14.4)
15	Organize and promote "Cottage Grove Cares" events including a "day of caring" where families and youth help seniors and others in need with yard work, home improvements and other general city clean-up activities. (4.2)
16	Through partnerships, offer a range of courses and instructional materials to help micro- enterprise navigate and succeed from start-up through expansion. (13.6)
17	Secure funding and develop an aquatic center. (5.4)
18	Expand healthy lifestyle training into local school curricula, either as separate courses or as part of existing mental health and food programs. (6.3)
19	Enhance economic development by maintaining current information on regional economic trends, property availability, workforce conditions and other "FAQ" type inquiries likely to be received from interested businesses. (13.1)
20	Ensure a range of housing options are available for a mix of employees and corresponding income levels. (14.3)
21	Explore and pursue a targeted funding mechanism for road and bridge repairs. (15.2)
22	Hold a community forum to identify future priorities and additional healthcare services that could be offered at or through the Cottage Grove Hospital. (6.5)
23	Establish a special panel to examine the extent of homelessness in Cottage Grove and recommend strategies for abating or preventing homelessness in the future. (7.1)
24	Identify the range of resources available to women in abusive relationships and promote those services through a formal print and radio campaign. (7.2)
25	Expand recycling services in Cottage Grove. (19.6)

# Expanding and Integrating Community Networks

## Strategy 1: Expand community information-sharing tools and opportunities.

### Leads:

- City of Cottage Grove
- Chamber of Commerce

### Support:

- South Lane School District
- South Lane County Fire & Rescue
- Citizen Volunteers
- Community Service Orgs
- Sign location property owners
- SLTV Inc.
- Cottage Grove Community Hospital



Cottage Grove Town Hall Meeting #1 – September 2007

1.1	Community Conversations	Hold periodic town hall meetings, discussion groups, and gatherings to discuss current issues and events.
1.2	Community Information Links	Partner to enhance the “community information” links on the City’s and other organizations’ websites to facilitate the exchange of community information.
1.3	Community Surveys	Post periodic e-surveys on City website to gauge community opinion on key issues and offer an “e-subscription” for people interested in obtaining current City news and information.
1.4	Bulletin Board Info System	Create a bulletin board community notification system, with “postings” announcing community events and information located throughout the city.
1.5	Recorded City Council Meetings	Research and implement a practical, cost-effective means for airing or streaming Council meetings on television, radio, or the web to accommodate those who cannot attend meetings.



# Expanding and Integrating Community Networks

## Strategy 2: Enhance community understanding of and involvement in local governance and decision-making.

### Leads:

- South Lane School District
- Cottage Grove Sentinel

### Support:

- City of Cottage Grove
- South Lane County Fire & Rescue
- Neighborhoods



Cottage Grove Town Hall Meeting #2—  
March 2007 (Electronic Polling)

2.1	Neighborhood Associations	Develop a neighborhood association or similar organizing structure to “build community” and enhance community-wide communications.
2.2	Local Governance Education	Incorporate local governance classes into the high school curriculum or as extracurricular opportunity for interested students.
2.3	Local Governance News Series	Work with Cottage Grove Sentinel to establish a regular series on local governance and the decision-making process.
2.4	Leadership Development	Foster greater interest in community leadership opportunities (City Council, City committees, City commissions)
2.5	Expanded Citizens Committees	Expand the range and number of citizen committees in place to advise the City on key themes.



# Expanding and Integrating Community Networks

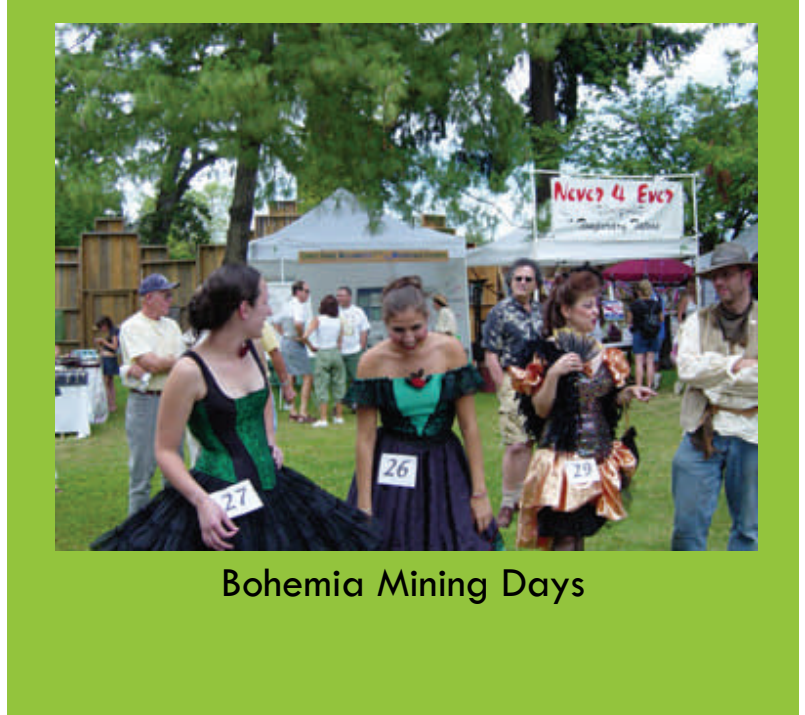
## Strategy 3: Enhance and integrate community volunteer opportunities.

### Leads:

- Greeters / Chamber of Commerce
- Cottage Grove Community Hospital

### Support:

- South Lane School District
- South Lane County Fire & Rescue
- Ministerial Association
- Parent Partnership
- Cottage Grove Senior Center
- Chamber of Commerce
- City of Cottage Grove



Bohemia Mining Days

3.1	Volunteer Clearinghouse	Establish a central volunteer clearinghouse for coordinating, promoting and, where feasible, integrating area volunteer opportunities.
3.2	Volunteer Booth	Host a “Volunteer Booth” at public events to identify volunteer opportunities and ways various service groups and community organizations can coordinate and leverage resources.
3.3	Senior-Youth Mentoring	Work with senior service providers to identify potential mentoring opportunities or other activities that would connect Cottage Grove seniors and youth.

## Expanding and Integrating Community Networks

**Strategy 4: Facilitate the integration of new Cottage Grove residents to increase community connectivity.**

**Leads:**

- Chamber of Commerce
- Ministerial Association

**Support:**

- Kiwanis
- Parent Partnership
- Board of Realtors
- Community Partnership
- Senior Center
- United Way
- Community Sharing



Entering Cottage Grove sign off I-5

4.1	Welcome Wagon	Establish and actively-manage a welcome wagon program responsible for distributing informational packets about the greater Cottage Grove area to all new households through direct-mail or special “Grover Get-Together” events held quarterly.
4.2	Day of Caring	Organize and promote “Cottage Grove Cares” events including a “day of caring” where families and youth help seniors and others in need with yard work, home improvements and other general city clean-up activities.

Priority # 15

# Expanding and Integrating Community Networks

## Strategy 5: Foster “after-school” value-added education and activities for Cottage Grove youth.

### Leads:

- Community Foundation
- Family Relief Nursery
- City of Cottage Grove
- South Lane School District

### Support:

- Community Partnership
- South Lane Wheels



Playground at Coiner Park

5.1 Priority # 6	Expanded Executive Director Network	Expand the Executive Director Network to include faith-based community leaders and nonprofits such as the Community Health Consortium and Community Partnership and hold regular discussions to identify and implement programs that connect youth to the community through sports, arts, church, 4H and other activities.
5.2 Priority # 1	Youth Advisory Council	Continue the successful Youth Advisory Council and expand incrementally, adding guest speakers and other new components over time to keep the program fresh.
5.3 Priority # 10	New Recreation Center	Analyze the feasibility of and execute a plan to locate, finance and build a new youth- and family-oriented recreation center (e.g. Boys & Girls Club, YMCA) that offers physical activities (gymnasium, organized sports, more athletic fields, fitness trails and other recreation facilities), non-school events (teen dances) and wellness components (healthy eating, good decision-making, etc.).
5.4 Priority # 17	New Aquatic Center	Secure funding and develop an aquatic center.

# Expanding and Integrating Community Networks

## Strategy 6: Promote safe, healthy lifestyle alternatives for all Cottage Grove residents and families.

### Leads:

- Cottage Grove Hospital
- South Lane School District
- Family Relief Nursery

### Support:

- Early Childhood Planning Team – Commission on Children & Families
- Lane Family Connections
- Community Partnerships
- Community Health Consortium
- NW Health Foundation
- Clinics, and Mental Health Providers
- Lane County Prevention Coalition
- Community Sharing



6.1	Substance Abuse Education Support	Provide support for agencies and programs that educate youth on the dangers of drugs, alcohol and tobacco use.
Priority # 3		
6.2	Early Childhood At-Risk Prevention	Expand and promote a locally-based early childhood prevention program for at-risk families and increase efforts to reach and involve low-income families in parenting classes through expanded partnerships with WIC and other key service providers.
Priority # 8		
6.3	Healthy Lifestyle Education	Expand healthy lifestyle training into local school curricula, either as separate courses or as part of existing mental health and food programs.
Priority # 18		
6.4	Daycare Plan	Create and implement a strategic plan for daycare in Cottage Grove.
6.5	Healthcare Services Expansion	Hold a community forum to identify future priorities and additional healthcare services that could be offered at or through the Cottage Grove Hospital.
Priority # 22		



# Expanding and Integrating Community Networks

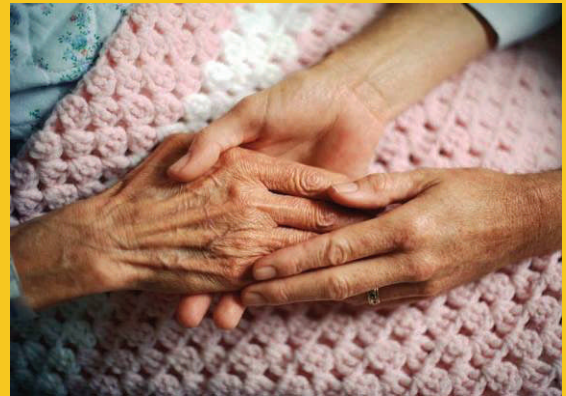
## Strategy 7: Foster a safe, receptive community through expanded investment in our community support networks.

### Leads:

- City of Cottage Grove
- Lane County
- Ministerial Association
- Womenspace

### Support:

- South Lane Fire & Rescue District
- Women's Information Networking Services
- Sexual Assault Support Services
- Parent Partnership
- Community Sharing
- Mental health providers



Area residents highly value caring for people in need.

7.1	Homelessness Panel	Establish a special panel to examine the extent of homelessness in Cottage Grove and recommend strategies for abating or preventing homelessness in the future.
Priority # 23		
7.2	Abuse Support	Identify the range of resources available to women in abusive relationships and promote those services through a formal print and radio campaign.
Priority # 24		
7.3	Regional Drug Enforcement Strategy	Work with other law enforcement agencies to create a regional approach to reduce drug impact on community including, potentially, a high intensity drug traffic area enforcement strategy.
Priority # 13		
7.4	Rehabilitation Opportunities	Provide local rehabilitation opportunities and enhance family and drug-courts that are set up to deal with those unique issues. Work on anti-recidivism around local drugs and crime issues.
Priority # 7		
7.5	Rural Road Accident Prevention	Develop task force to look at opportunities to improve safety on rural roads to reduce / prevent more teen deaths and injuries.
7.6	Neighborhood Watch Program	Promote and expand local Neighborhood Watch programs through participation in nationally-sponsored events and a media-led community awareness campaign.

## Enhancing Urban Places and Spaces

### Strategy 8: Make downtown the crown jewel of Cottage Grove and the Region.

**Leads:**

- City of Cottage Grove

**Support:**

- Chamber of Commerce
- EBID



Downtown Cottage Grove

8.1	Expanded Range of Downtown Housing	Develop a strategic plan to expand the range of housing available downtown with the goal of establishing greater vibrancy and diversity of patrons.
8.2	Downtown In-Fill Strategy	Develop and implement a strategy for filling vacant lots downtown, with an emphasis on more entertainment opportunities such as a movie theater.
8.3	Downtown Refinement Plan Implementation	Secure funding to implement key strategies identified in the Downtown Enhancement and Refinement Plan (1999 Main Street Plan), including better utilization of alleyways to create new retail access and unique spaces, and adding awnings and other amenities to enhance year-round shopping and public use.
8.4	Historic Downtown Business Incentives	Incentivize retail and tourist-friendly businesses to locate in the historic core area.
8.5	Central Parking Garage	Upon completing, or as part of the infill strategy, determine the feasibility of siting a central parking garage within the downtown core.

## Enhancing Urban Places and Spaces

**Strategy 9: Preserve and improve unique community spaces that shape our unique identity.**

**Leads:**

- City of Cottage Grove
- Friends of Mt. David
- Coast Fork Watershed Council

**Partners:**

- Bohemia Mining Days
- BLM



Swinging Bridge over Coast Fork of the Willamette River.

9.1	Parks Master Plan Implementation	Implement the recently completed Parks Master Plan, with an emphasis on providing open spaces and pocket parks connected to community population centers.
9.2	Mt. David Working Group	Establish a City/Friends of Mt. David working group to identify opportunities to purchase or limit development of this prominent Cottage Grove icon.
9.3	Expanded River Access	Develop a strategic plan and design concepts to expand river access and highlight defining assets such as the Swinging Bridge, Chambers Railroad Bridge and bike trails.

## Enhancing Urban Places and Spaces

**Strategy 10: Enhance community neighborhoods and gateways to reflect the sense of pride residents have for our community.**

**Leads:**

- Chamber of Commerce
- City of Cottage Grove
- Beautification Committee

**Support:**

- ODOT
- EBID
- Cottage Grove Community Foundation
- Habitat for Humanity
- Local wineries
- Coast Fork Watershed Council
- Friends of Mt. David
- Property owners
- Community service orgs



New sidewalk on West Main Street

10.1	Sidewalk Installation and Walkability	Prioritize the installation of sidewalks throughout the City to meet health and safety guidelines and improve the overall walkability of Cottage Grove.
10.2	Neighborhood Beautification	Work with garden clubs, community service organizations, churches and others to beautify neighborhoods.
10.3	Way-finding Signage	Establish uniform, attractive signage along community gateways and at covered bridge crossings, prominently announcing the entrance to Cottage Grove, historic downtown, scenic route to Lorane Valley and key recreational destinations.
10.4	Commercial Strip Beautification	Beautify commercial strips along Highway 99 through regular clean up efforts, underground utilities, vegetation and other tools as financially viable.
10.5	Property Owner Support Program	Create an incentives program to provide low-interest loans, grants and other support for property owners willing to improve their facades, parking lots and other frontage areas.



## Enhancing Urban Places and Spaces

**Strategy 11:** Provide a resource tool box to facilitate organization, financing and implementation of priority gateway and neighborhood enhancements.

**Leads:**

- Chamber of Commerce
- EBID
- Cottage Grove Community Foundation



Hwy 99 and West Main Street

11.1	Redevelopment Land Trust Authority	Either in support or to oversee implementation of the infill and enhancement plans, consider establishing a land trust or redevelopment authority responsible for identifying and purchasing key properties.
11.2	Cottage Grove “Mutual Fund”	Research existing models and consider implementing a locally managed “Cottage Grove Mutual Fund” that would enable residents to invest in improvements while also generating a return on their investment through physical enhancements and periodic dividends derived through increased property values, sale of improved properties and otherwise.

# Investing in a Diverse and Sustainable Economy

## Strategy 12: Establish Cottage Grove as the seat and gateway for a South Lane County recreation and tourism destination.

### Leads:

- Mid-Oregon Production Arts Network
- CVALCO
- Chamber of Commerce
- City of Cottage Grove

### Support:

- SLTV
- Lane Community College & UO
- State Film Commission
- South Lane School District
- Bohemia Mining Days
- Western Oregon Expo
- Wineries and Tourism destinations
- Bohemia Foundation
- Bohemia Mining Museum
- Cottage Grove Museum
- Prospector and Gold Diggers



12.1	Convention Center Feasibility	Conduct a market assessment and feasibility study to determine what type and size of convention center would be feasible in Cottage Grove.
12.2	Downtown Wine Tasting Center	Explore the feasibility of establishing a wine-tasting center in the heart of downtown, featuring Lorane Valley wines and other local agricultural products.
12.3	New and Expanded Events and Festivals	Expand existing and attract new events and festivals to help put Cottage Grove on visitors “annual to-do” list of recreation and leisure activities.
12.4	Guest Services Training Program	Implement a guest services training program to maintain excellence and generate a positive experience for potential return visitors.
12.5	Film Destination and Media Education	Establish a volunteer panel to research and recommend specific actions for promoting Cottage Grove as a film destination and creating a film and media education and production network.

## Investing in a Diverse and Sustainable Economy

**Strategy 13:** Support existing, and recruit a complementary range of, small, medium and large businesses representing a range of sectors to ensure local economic stability.

**Leads:**

- LCC Small Business Development Center
- City of Cottage Grove
- Chamber of Commerce
- EDC

**Support:**

- Lane Micro-Enterprise
- Lane Metro Partnership
- Lane County
- EBID
- OECDD



Cottage Grove Industrial Park

13.1	Data Profile	Enhance economic development by maintaining current information on regional economic trends, property availability, workforce conditions and other “FAQ” type inquiries likely to be received from existing and prospective business representatives.
13.2	Business License Program	Establish a formal business license program or registry.
13.3	Cooperative Marketing	Explore and execute innovative, cooperative marketing opportunities and priorities that enhance patronage of existing business establishments.
13.4	Compatible Business Profile	Identify industry and business types that “fit” with Cottage Grove locational conditions (e.g. population, setting, workforce) and would be embraced in our community.
13.5	Shovel-Ready Sites	Explore and pursue viable opportunities for creating new shovel-ready commercial and industrial sites that can be marketed in and out of the region (e.g. prospector’s network).
13.6	Micro-Enterprise Support	Through partnerships, offer a range of courses and instructional materials to help micro-enterprise navigate and succeed from start-up through expansion.

## Investing in a Diverse and Sustainable Economy

**Strategy 14: Grow a local workforce that is employment-ready and highly trained to work with current and future Cottage Grove businesses.**

**Leads:**

- South Lane School District
- City of Cottage Grove
- Lane Community College

**Support:**

- Local Business Community
- Chamber of Commerce
- EDC
- Lane Micro-Enterprise



Starfire Lumber is one of Cottage Grove's largest employers.

14.1 Priority # 5	Local Business Student Internships	Establish and market a formal program for placing local students and graduates into training and/or paid internship positions within local businesses.
14.2 Priority # 9	Entrepreneurial Education	Identify opportunities to enhance entrepreneurship and career education and training within local school curricula.
14.3 Priority # 20	Range of Employee Housing Options	Ensure a range of housing options are available for a mix of employees and corresponding income levels.
14.4 Priority # 14	LCC Science & Technology Hub	Make LCC Cottage Grove a hub for science and technology training in Lane County.



# Investing in a Diverse and Sustainable Economy

## Strategy 15: Maintain and upgrade critical infrastructure to keep pace with evolving needs.

### Leads:

- City of Cottage Grove



Developing a funding mechanism for roads and bridges is important to area residents.

<p>15.1</p> <p>Priority # 2</p>	<p>High Speed Communications Network</p>	<p>Expand high-speed broadband network to provide core business and education areas with high-speed communications capacity, and systematically extend the network to encompass neighborhoods and other micro-enterprise centers.</p>
<p>15.2</p> <p>Priority # 21</p>	<p>Roads &amp; Bridges Funding Mechanism</p>	<p>Explore and pursue a targeted funding mechanism for road and bridge repairs.</p>
<p>15.3</p>	<p>Water Storage</p>	<p>Seek funding to develop additional water storage facilities.</p>
<p>15.4</p> <p>Priority # 4</p>	<p>Regulatory Change Compliance</p>	<p>Actively manage upcoming regulatory changes in stormwater, drinking water, and recycling due to the City's population exceeding a 10,000 person threshold.</p>

## Preserving and Promoting Environmental Assets

**Strategy 16:** Identify and support programs and measures that provide for regional and city-specific environmental improvements and protection.

**Leads:**

- Coast Fork Watershed Council
- City of Cottage Grove
- CG Urban Forestry Committee
- South Lane School District

**Support:**

- SOLV
- Lane County Parks
- BLM
- US Forest Service
- South Lane School District
- McKenzie River Trust



Row River in Cottage Grove

16.1	Environmental Grant Writing Team	Make environmental asset preservation and enhancement a priority by establishing a grant writing team responsible for securing financial and technical assistance and support for top priorities.
16.2	Protect Environmental Assets	Research best practices and develop and support a Cottage Grove area conservation authority responsible for identifying and securing key lands for long-term preservation.
16.3	Improve Fish Passage and Water Quality	Pursue expanded partnerships with regional, state and federal agencies to improve fish passage, water quality and supply in local streams, wetland preservation and other key environmental concerns.
16.4	Adopt-a-Place Promotion	Improve promotion of existing Adopt-a-Park, Adopt-a-Trail and Memorial Tree Programs as a meaningful way to get involved and make a difference locally.
16.5	City Urban Forestry Program Expansion	Expand the City's urban forestry program by increasing the volume and diversity of trees in urban spaces and continue to support attainment of the Tree City USA award.
16.6	Litter Patrol & Recycling Education	Research and implement a litter patrol and/or youth-based recycling education program within the South Lane School District.

## Preserving and Promoting Environmental Assets

**Strategy 17: Forge a stronger connection between local agricultural producers, products and consumers with an emphasis on supporting organic practices and products.**

**Leads:**

- City of Cottage Grove
- South Lane School District
- Chamber of Commerce

**Support:**

- Cottage Grove Master Gardeners
- Other farmers’ markets
- Volunteers
- Lane County Extension Agent



Locally grown produce.

17.1	Permanent Farmers Market Location	Support the soon to be completed outdoor market at Trailhead Park – a covered, permanent location for a farmers’ market.
17.2	Farmers Market Expansion	Establish an oversight board that includes a marketing and promotion function to build a sustainable volume of vendors and shoppers and a research and development arm that considers future additions and growth
17.3	School-Based Food Production	Encourage schools to start their own gardening programs and sell produce at Farmers’ Market.
17.4	Community Supported Agriculture	Coordinate and support Community-Supported-Agriculture (CSA) by identifying participants, education and marketing “sign-ups” through an annually updated directory.

## Preserving and Promoting Environmental Assets

**Strategy 18: Develop eco-, enviro- and agri-tourism-centered visitor packages and activities to support preservation of natural resource assets.**

**Leads:**

- Chamber of Commerce
- Bohemia Mine Owners Association
- Cottage Grove Riding Club

**Support:**

- Coast Fork Watershed Council
- SOLV
- Prospectors & Gold Diggers
- Bohemia Mining Days
- Western Oregon Expo & Timber Family Fair
- Bohemia Gold Mining Museum
- Small Woodlot Association
- BLM, USFS, ODF, US Forest Service
- Chamber of Commerce
- Pacific Power & EPUD
- Cottage Grove Museum
- Lane County (covered bridges)



18.1	Natural Amenities Celebration	Create and promote events that celebrate the natural world and local assets.
18.2	Visitor Packages	Promote and market a visitor package that builds on our natural environment and amenities to stimulate increased local prosperity. Link the area's historic bridges, 22 murals, walking and biking trails, river, lakes and other natural attractions to promote their existence and use for both internal and external visitors.
18.3	Tourism-Related Events Expansion	Expand activities and events conducted by Bohemia Mining Days, Western Oregon Expo and Timber Family Fair to put Cottage Grove on the map for Oregon's Sesquicentennial Anniversary celebration in 2009.
18.4	Mining and Timber-based Tourism	Investigate the feasibility of offering real mining opportunities and timber production educational tours for tourists, as part of a combined wine-tasting, trail riding package.
18.5	Riding Club and Equestrian Expansion	Explore the possibility of expanding the current Cottage Grove Riding Club (rodeo) to sufficient size and quality to attract equestrian national associations while also providing local recreational opportunities.
18.6	Natural Resource Agency Partnerships	Enhance partnerships with local, regional, state and federal agencies with the goal of enhancing and packaging tourism activities.



## Preserving and Promoting Environmental Assets

**Strategy 19: Be a leader in the development, adoption and utilization of clean, alternative energy sources and water resources.**

**Leads:**

- Pacific Power & EPUD
- City of Cottage Grove
- Coast Fork Watershed Council

**Support:**

- Businesses and nonprofits
- Cottage Grove Garbage Service
- OSU Extension
- Master Recyclers
- Lane Regional Air Protection Agency
- Lane County Solid Waste



19.1	Forward-Looking Energy Policy	Formulate and adopt a forward-looking local energy policy focused on carbon-neutrality, resource preservation, reduced use and diversified energy source development.
19.2	Grant Support for Program Execution	Seek grant support to research and identify opportunities for the greater Cottage Grove area to secure, operate and proceed from owning its own alternative energy source or sources.
19.3	Own-Power Pilot Project	If feasible, develop a pilot project to produce an empirically verifiable percentage of “own-power” to determine an appropriate scale and pace for expanded investment.
19.4	Solar Energy Incentives	Establish a policy to incentivize the use of solar panels for at least some percentage of new homes’ and new commercial and public buildings’ power source.
19.5	Resource Conversation	Develop and encourage a resource conservation program for Cottage Grove.
19.6	Recycling Service Expansion	Expand recycling services in Cottage Grove.
19.7	Backyard Burning Policy Review	Review policies on backyard burning.

Priority # 25

## Preserving and Promoting Environmental Assets

**Strategy 20: Track, support and encourage efforts to develop and implement sustainable development and resource conservation practices.**

**Leads:**

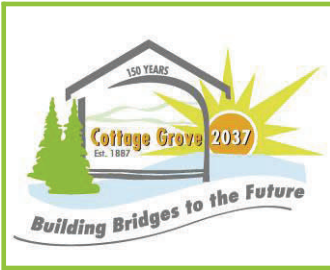
- Pacific Power & EPUD
- City of Cottage Grove
- Coast Fork Watershed Council

**Support:**

- Northwest Energy Efficiency Alliance
- Cottage Grove Sentinel
- Master Gardeners
- Urban Forestry Committee



20.1	Local Green Inventory and Promotion	Inventory and promote efforts to “go local green” (e.g. City’s reuse of water on golf course and its Green Power Partner status).
20.2	Local Nobel Prize	Create and promote a local “Nobel Prize” for citizens that design or implement successful energy-conservation ideas and actions.
20.3	Green Corner Column	Work with the Cottage Grove Sentinel and Eugene Register-Guard to establish a “green corner” column that recognizes innovative efforts.
20.4	Enhanced Use of Reclaimed Water	Actively pursue expanded development and use of reclaimed water to reduce new drinking source development costs and provide a lower-cost option for commercial and industrial users.
20.5	Planning for Future Infrastructure Needs	Seek funding opportunities that would allow the proactive installation of conduits for future infrastructure, retrofit undersized stormwater pipes and digitize city utilities to ensure an accurate system map.
20.6	Water Storage Systems	Create systems for rainwater and watershed catchments and recharging of aquifers.



# Cottage Grove 2037 Vision Keepers: Implementation



## Background

Cottage Grove has a long history of successful project implementation, from completion of the first high-tech wastewater treatment plant in Oregon forty years ago, to the new Cottage Grove High School, Cottage Grove Community Hospital and the City's advanced reclaimed water system today. The planning process for Cottage Grove 2037 resulted in a list of projects that when implemented, will move the community towards a shared vision for tomorrow. Implement action oversight will be executed by the Cottage Grove 2037 Vision Keepers, charged with collectively tracking implementation, troubleshooting challenges and keeping the public and plan stakeholders informed of progress.

## Membership

Membership on the Cottage Grove 2037 Vision Keepers will include one representative from all lead partners who have agreed to implement two or more actions, along with four at-large representatives appointed by the Cottage Grove City Council. At-large representatives should cover key community interests, including: economy, neighborhoods / districts, education and social services. The Vision Keepers will have a Chair and Vice-Chair to act in the Chair's absence. Members will serve a renewable two year term. All membership changes will be nominated through the Cottage Grove 2037 Vision Keepers and be confirmed by Cottage Grove City Council.

All Cottage Grove 2037 Vision Keepers meetings will be open to the public. Public notice of each meeting will be provided through a media release, e-mail notifications and the project Website.

## Core Vision Keepers Activities

Principle responsibilities of the Cottage Grove 2037 Vision Keepers include:

- ◆ Hold quarterly (minimum) team progress meetings.
- ◆ Maintain two-way communication with lead partners and community to track and encourage action implementation.
- ◆ Create an Annual Progress Report to the community, publicized through an open house or other public outreach method. Participate in ongoing community outreach efforts.
- ◆ Recommend changes and updates to the Actions as described in the section below, *Vision Action Plan Updates*
- ◆ Develop annual awards to recognize an individual and an organization for exceptional service toward promoting achievement of the Cottage Grove 2037 Action Plan.
- ◆ Review and process new strategy and / or action submittals annually.



# Cottage Grove 2037 Vision Keepers (Cont.)



## Vision Keepers Organizational Structure

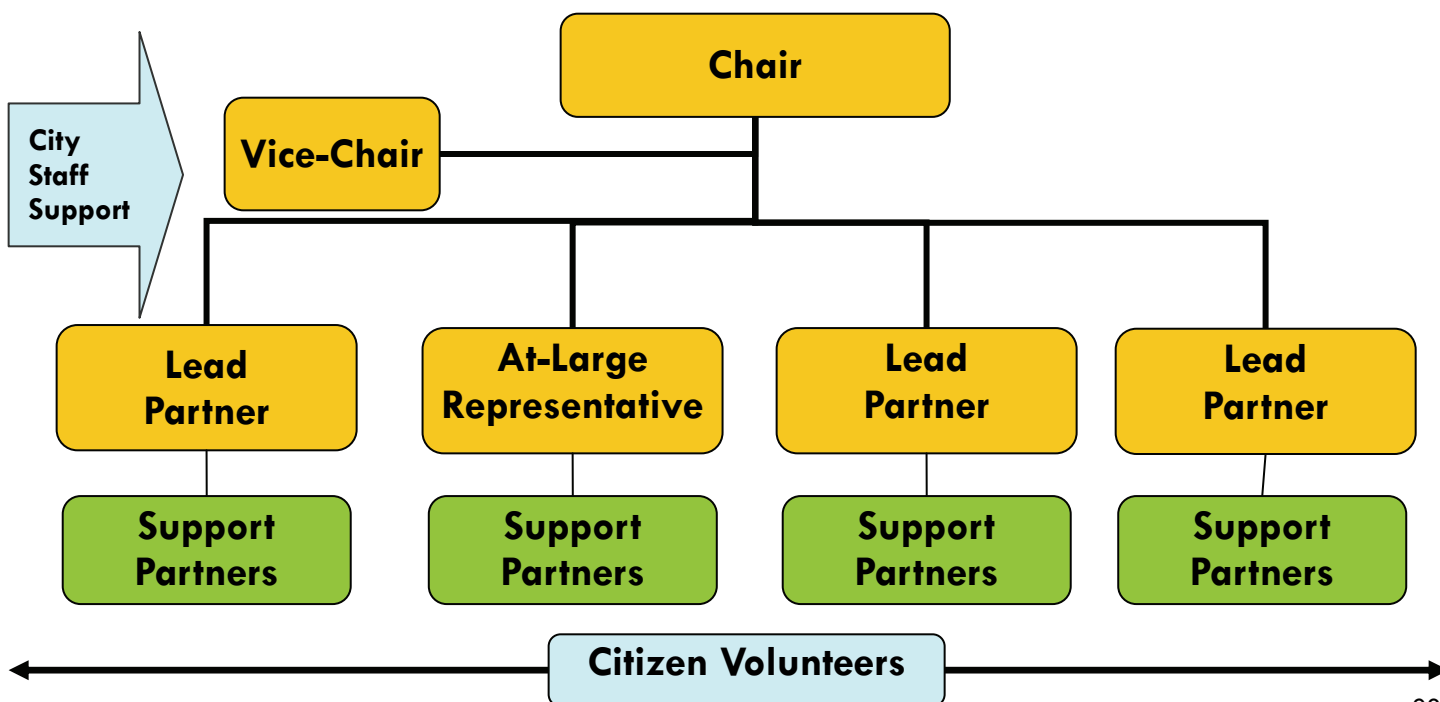
**Vision Keepers:** The Vision Keepers will monitor the progress of the Cottage Grove 2037 Vision Action Plan, encourage implementation of actions, provide technical assistance or support where appropriate, produce annual progress reports and recommend minor modifications to the plan as necessary.

**Lead Partner:** A community organization, local government agency, or business that has accepted responsibility for facilitating the implementation of one or more actions and is accountable for the outcome. Lead partners are not necessarily required to fund their actions, only to champion the implementation effort. Lead partners will form working groups, as needed, to help implement the action.

**Support Partner:** Organizations recommended during action development or by a lead agency, for involvement in action implementation. The support agency list in the Cottage Grove 2037 Vision Action Plan is intended to provide a suggested group of resources for consideration as the lead partner seeks to implement an action. Additional organizations and interests may be added by the lead partner.

**Citizen Volunteers:** Community members who have signed up during the visioning process, or during implementation, to help with one or more actions.

An example of the Vision Keepers organizational structure is shown below.







## Cottage Grove 2037 Vision Keepers (Cont.)



### Staff Support

Staff support for the Cottage Grove 2037 Vision Keepers will be provided by or through the City of Cottage Grove. Staff will support the following Vision Keepers activities:

- ✓ Communications with Vision Keepers members
- ✓ Development of Vision Keepers agendas (in consultation with Chair) and associated materials
- ✓ Coordination with City staff and lead partners
- ✓ Meeting facilitation, logistics and production of the Annual Report to the community
- ✓ Media outreach and public meeting announcements
- ✓ Production of reports and documents

Additional support will be provided by lead partners and Cottage Grove 2037 volunteers.

### Action Plan Updates

The Cottage Grove 2037 Vision Keepers review and processes Action Plan revisions, as needed. Proposals to amend or add an action may originate with community members, businesses, organizations or lead partners. The Cottage Grove 2037 Vision Keepers will review, and then decide to approve, reject or approve with modifications any proposed revision or addition. Three Action Plan update processes are recommended:

1. Minor revisions made annually as recommended by the Vision Keepers.
2. New / revised actions made annually as recommended by the Vision Keepers with input from the community.
3. New / revised strategies made every five years after a public outreach and involvement process.

Any action amendments or additions will be presented to City Council for approval.



# Cottage Grove 2037 Action Plan Matrix



## Action Plan Matrix Content

**Emphasis Area:**  
Overarching theme of strategies and actions.

**Topic Key:** Quick reference describing action.

**Action:** Program or project that supports strategy.

**Notes:** Supplemental information about action.

## Cottage Grove 2037 Action Plan Matrix

### Expanding and Integrating Community Networks

★ Providing opportunities for disabled and non-English speaking residents to participate will be part of all strategies.

Strategy 1		Expand community information-sharing tools and opportunities.					
Action #	Topic Key	Action	Notes	Implementation Partners *	Implementation Start Year:		
					1-2	3-5	6+
1.1	Community Conversations	Hold periodic town hall meetings, discussion groups, and gatherings to discuss current issues and events.	"Grover Get Togethers" should be informal (i.e. no decisions or legal implications) to facilitate open discussion and interaction among policy-makers and the public.	City of Cottage Grove, South Lane School District, South Lane County Fire & Rescue, Citizen Volunteers	✓		

**Implementation Partners:**  
Agency, group or individual responsible for tracking, advancing action.

**Implementation Start Year:**  
Time period action scheduled to begin.

\* Denotes lead partner



# Acknowledgments



## Getting to Know You Interview Participants

Allen Bair
Becky Venice
Christina Lund
Chuck and Dian Missar
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Marie Longfellow
Matt Parsons
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Ana Maria Dudley
Ben Dake
Bill Meyers
Bruce McDonald
David McLean
Gayle Hoetzle
Ivan Del Sol
Jacques LeCoure
Joe Wilson
Lara Florez
Laurie Klein
Leslie Rubenstein
Marcia Allen
Matt Parker
Mindy Roberts
Nancy Glines
Robbie Robinson
Savannah Crawford

## Town Hall #1 Sponsors



## Door Prize Sponsors

- Cascade Home Center
- Parson's Financial
- The Flower Basket & Gift Boutique
- Spring Thyme at Hidden Valley Restaurant & Lounge
- South Lane School District

## Community Volunteers

- Gary Ackley
- Chris Ammerman
- Jim Belnap
- Todd Chapman
- Kraig Christensen
- Wayne Clarke
- Ana Marie Dudley
- Lindsey Haskall
- Birdie Hoelzle
- Sharon Jean
- Keith Kessler
- James Kline
- Marie Longfellow
- Christina Lund
- Brian McCasline
- Dave McLean
- Heather Murphy
- Don Nordin
- Matt Parker
- Matt Parsons
- Carol Reeves
- Jim Reeves
- Mindy Roberts
- Deb Schmidt
- Paul Schwartzburg
- Jon Stinnett
- Brad VanApple
- Judd VanGorder
- Sharon VanGorder

## Town Hall #2 Electronic Polling Equipment

South Lane School District (Thank you Todd Hamilton!)

## Cottage Grove 2037 Support (beyond the call of duty)

Teresa Cowen, City of Cottage Grove

Vivian Wright, South Lane School District

...And, of course, the Citizens of Cottage Grove!



# Appendix A - Survey and Town Hall #1 Small Group Exercise



## Community Feedback Form

200 feedback forms completed resulting in 1,000s of ideas for Cottage Grove 2037.



### Feedback Form Help Shape Our Future!

Cottage Grove 2037 will serve as a road map to the future for our community. To that end, we'd like to know where you want to go. Please take a few moments to answer this brief questionnaire so we can include your goals and priorities in the community planning process. Please return this form to your guest presenter before leaving. Thank you!

1. What do you think makes Cottage Grove special? Is there anything you'd do to make it even better?

---



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2. What top 1-2 ideas should be explored by the community in the Cottage Grove 2037 visioning process?

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3. If you would like to receive public meeting announcements and other project-related information (occasional mail or e-mail), please provide your contact information below:

Name: \_\_\_\_\_ Org: (optional) \_\_\_\_\_  
 Mail: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

\* If you are interested in learning more about and possibly participating on a working team later in the process, please check the box and let us know if there is a topic or theme of particular interest to you.

I'm interested in helping to shape: *Enter Topic/Theme:* \_\_\_\_\_

## Town Hall #1 Small Group Exercise and Public Discussion

More than 350 community members attended Town Hall #1 providing guidance to the visioning process.

### Small Group Exercise

- In the year 2037...
  - ✦ What will be said of Cottage Grove that is true today?
  - ✦ What will be said that we never imagined or thought possible in 2007?

### Public Discussion

- Questions:
  - ✦ What will success look and feel like?
  - ✦ How do we stay special as we grow?
  - ✦ What specific programs or initiatives would you like to see come out of the visioning process, and why?





## Appendix B - Website



### Project Website:

<http://cottagegrove2037.com/>

The project website contains up-to-date information on the visioning process, key events, documents and reports and opportunities to provide feedback.



[Project Components](#)

[Project Timeline](#)

[Steering Committee](#)

[Emphasis Area Teams](#)

[Key Events Calendar](#)

[Documents and Reports](#)

[Schedule a Presentation!](#)

[Sign-Up for Mailing List](#)

[Submit a Comment](#)



## Welcome to Cottage Grove 2037

### Town Hall: March 20, 2008

A second Cottage Grove 2037 Vision Town Hall Meeting was held on **March 20, 2008**. [See the results of Cottage Grove 2037 Town Hall #2 electronic polling!](#)

### More About Cottage Grove 2037

Cottage Grove 2037 is a community-wide visioning process sponsored by the City of Cottage Grove and many other community organizations. The ultimate goal of Cottage Grove 2037 is to set a road map for the future with input from those that live, work and play here. It is an opportunity for the community to shape the kind of community we and future generations will be proud to call home. It is not a CITY plan, but rather a COMMUNITY plan, with responsibility for development and implementation shared among a wide range of local partners and supporters.

The target date for "bringing the full vision to life" is 2037, the City's 150th birthday. However, it is anticipated that many of the proposed actions will get underway upon completion of the 1-year planning process. Citizens will give shape to the Cottage Grove 2037 emphasis areas by defining priorities for education, community-building, economic prosperity, arts and culture and many other topics.

Cottage Grove 2037 outreach will be designed and facilitated by the award-winning visioning consultant,

### NEW LINKS

[See the results of Cottage Grove 2037 Town Hall #2 electronic polling!](#)

### MORE LINKS

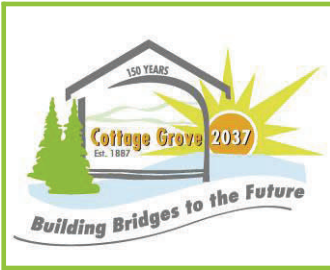
#### [Emphasis Area Teams](#)

- [Calendar of Events](#)
- [Team Meeting Schedule](#)

#### **Blast from the Past:** [Imagining the Future in 1947](#)

(Historical document submitted by Mayor Gary Williams)

[Hundreds envision Cottage Grove's future](#)  
[Video from Cottage Grove KVAL 13-News](#)



## Appendix C - News Articles



### **City Council approves budget, appoints Steering Committee Budget labeled forward thinking by most Councilors**

*Modified: Thursday, Jul 5th, 2007*

BY: JOE HANSEN

Published: July 4th, 2007

### **Visioning process gives us the chance to forecast future**

*Posted: Thursday, Jul 5th, 2007*

BY: Amy Callahan, Publisher

Published: July 4th, 2007

### **Cottage Grove 2037, A Visioning Process beginning**

BY AMY CALLAHAN The Cottage Grove Sentinel

*Published: July 25th, 2007*

### **Cottage Grove 2037: let's get squeaky**

BY AMY CALLAHAN The Cottage Grove Sentinel

### **Attention Cottage Grove: The time to talk is always now**

BY JON STINNETT The Cottage Grove Sentinel

*Published: August 22nd, 2007*

### **Town hall meeting to begin visioning process**

BY JON STINNETT The Cottage Grove Sentinel

*Published: September 12th, 2007*

### **Town Hall draws townsfolk en masse to begin visioning**

*Modified: Thursday, Sep 27th, 2007*

BY: JON STINNETT

### **Visioning process continues, teams to synthesize input**

*Posted: Wednesday, Nov 21st, 2007*

BY: JON STINNETT

Published: November 21st, 2007, Cottage Grove Sentinel, Page 9

### **Visioning has Cottage Grove thinking future-tense**

*Posted: Wednesday, Jan 2nd, 2008*

### **2037 Visioning has a lot to offer**

*Posted: Wednesday, Feb 13th, 2008*

BY: JON STINNETT

### **Town hall balloting full of surprises Around 220 Grovers attend process, cast votes on town's future**

*Modified: Friday, Mar 28th, 2008*

BY: JON STINNETT



# Appendix D - Cottage Grove 2037 Electronic Polling Ranking

Cottage Grove 2037 Town Hall Meeting #2

Electronic Polling Results

Ranking – Percent of Voters Who Felt Action was Absolutely Critical or Very Important

Priority	Action	Ranking	Description
1	Action 5.2	0.85	Continue the successful Youth Advisory Council.
2	Action 15.1	0.82	Expand high-speed data network to provide core business and education areas with high-speed communications capacity, and systematically extend the network to encompass other locations.
3	Action 6.1	0.81	Provide support for agencies and programs that educate youth on the dangers of drugs, alcohol and tobacco use.
4	Action 15.4	0.80	Actively manage upcoming regulatory changes in stormwater, drinking water, and recycling due to the City's population exceeding a 10,000 person threshold.
5	Action 14.1	0.78	Establish and market a formal program for placing local students and graduates into training and/or paid internship positions within local businesses.
6	Action 5.1	0.78	Expand the Executive Director Network to include faith-based community leaders and nonprofits and identify and implement programs that connect youth to the community through sports, arts, church, 4H and other activities.
7	Action 7.4	0.77	Provide local rehabilitation opportunities and enhance family and drug-courts that deal with those unique issues.
8	Action 6.2	0.77	Expand and promote a locally-based early childhood prevention program for at-risk families and increase efforts to reach and involve low-income families in parenting classes through expanded partnerships.
9	Action 14.2	0.76	Identify opportunities to enhance entrepreneurship and career education and training within local school curricula.
10	Action 5.3	0.75	Analyze the feasibility of and execute a plan to locate, finance and build a new youth- and family-oriented recreation center that offers physical activities, non-school events and wellness components.
11	Action 13.4	0.74	Identify industry and business types that "fit" with Cottage Grove locational conditions (e.g. population, setting, workforce) and would be embraced in our community.
12	Action 13.3	0.72	Explore and execute innovative, cooperative marketing opportunities and priorities that enhance patronage of existing business establishments.
13	Action 7.3	0.71	Work with other law enforcement agencies to create a regional approach to reduce drug impact on community including, potentially, a high intensity drug traffic area enforcement strategy.
14	Action 14.4	0.71	Make LCC Cottage Grove a hub for science and technology training in Lane County.
15	Action 4.2	0.70	Organize and promote "Cottage Grove Cares" events including a "day of caring" where families and youth help seniors and others in need with yard work, home improvements and other general city clean-up activities.
16	Action 13.6	0.68	Through partnerships, offer a range of courses and instructional materials to help micro- enterprise navigate and succeed from start-up through expansion.
17	Action 5.4	0.68	Secure funding and develop an aquatic center.
18	Action 6.3	0.67	Expand healthy lifestyle training into local school curricula, either as separate courses or as part of existing mental health and food programs.
19	Action 13.1	0.66	Enhance economic development by maintaining current information on regional economic trends, property availability, workforce conditions and other "FAQ" type inquiries likely to be received from interested businesses.
20	Action 14.3	0.64	Ensure a range of housing options are available for a mix of employees and corresponding income levels.
21	Action 15.2	0.63	Explore and pursue a targeted funding mechanism for road and bridge repairs.
22	Action 6.5	0.62	Hold a community forum to identify future priorities and additional healthcare services that could be offered at or through the Cottage Grove Hospital.
23	Action 7.1	0.57	Establish a special panel to examine the extent of homelessness in Cottage Grove and recommend strategies for abating or preventing homelessness in the future.
24	Action 7.2	0.56	Identify the range of resources available to women in abusive relationships and promote those services through a formal print and radio campaign.
25	Action 19.6	0.55	Expand recycling services in Cottage Grove.
26	Action 13.5	0.53	Explore and pursue viable opportunities for creating new shovel-ready commercial and industrial sites that can be marketed in and out of the region (e.g. prospector's network).
27	Action 4.1	0.53	Establish and actively-manage a welcome wagon program responsible for distributing informational packets to all new households through direct-mail or special "Grover Get-Together" events held quarterly.
28	Action 6.4	0.53	Create and implement a strategic plan for daycare in Cottage Grove.





# Cottage Grove 2037 Electronic Polling Ranking (Cont.)

Priority	Action	Ranking	Description
29	Action 19.4	0.53	Establish a policy to incentivize the use of solar panels for at least some percentage of new homes' and new commercial and public buildings' power source.
30	Action 7.6	0.53	Promote and expand local Neighborhood Watch programs through participation in nationally-sponsored events and a media-led community awareness campaign.
31	Action 1.1	0.52	Hold periodic town hall meetings, discussion groups, and gatherings to discuss current issues and events.
32	Action 20.1	0.52	Inventory and promote efforts to "go local green" (e.g. water reuse, Green Power partner status).
33	Action 20.4	0.52	Expand use of reclaimed water to reduce source development costs and provide a lower-cost option for commercial and industrial users.
34	Action 15.3	0.52	Seek funding to develop additional water storage facilities.
35	Action 10.2	0.52	Work with garden clubs, community service organizations, churches and others to beautify neighborhoods.
36	Action 10.4	0.51	Beautify commercial strips on Highway 99 through clean up efforts, underground utilities, vegetation and other tools.
37	Action 13.2	0.51	Establish a formal business license program or registry.
38	Action 7.5	0.51	Develop a task force to look at opportunities to improve safety on rural roads and reduce accidents.
39	Action 8.4	0.50	Incentivize retail and tourist-friendly businesses to locate in the historic core area.
40	Action 9.1	0.50	Implement the recently completed Parks Master Plan, with an emphasis on providing open spaces and pocket parks connected to community population centers.
41	Action 16.6	0.50	Research and implement a litter patrol and/or youth-based recycling education program within the School District.
42	Action 10.5	0.50	Create an incentives program to provide low-interest loans, grants and other support for property owners willing to improve their facades, parking lots and other frontage areas.
43	Action 18.3	0.50	Expand activities and events conducted by Bohemia Mining Days, Western Oregon Expo and Timber Family Fair to put Cottage Grove on the map for Oregon's Sesquicentennial Anniversary celebration in 2009.
44	Action 9.3	0.50	Develop a strategic plan and design concepts to expand river access and highlight defining assets such as the Swinging Bridge, Chambers Railroad Bridge and bike trails.
45	Action 3.3	0.49	Work with senior service providers to identify potential mentoring opportunities or other activities that would connect Cottage Grove seniors and youth.
46	Action 19.5	0.49	Develop and encourage a resource conservation program for Cottage Grove.
47	Action 2.4	0.48	Foster greater interest in community leadership opportunities (City Council, City committees, City commissions).
48	Action 10.3	0.47	Establish uniform, attractive signage along community gateways and at covered bridge crossings, prominently announcing the entrance to historic downtown, scenic route to Lorane Valley and key recreational destinations.
49	Action 3.2	0.47	Host a "Volunteer Booth" at public events to identify volunteer opportunities and ways various service groups and community organizations can coordinate and leverage resources.
50	Action 3.1	0.47	Establish a central volunteer clearinghouse for coordinating, promoting and integrating area volunteer opportunities.
51	Action 20.6	0.47	Create systems for rainwater and watershed catchments and recharging of aquifers.
52	Action 17.3	0.47	Encourage schools to start their own gardening programs and sell produce at Farmers' Market.
53	Action 19.1	0.47	Formulate and adopt a forward-looking local energy policy focused on carbon-neutrality, resource preservation, reduced use and diversified energy source development.
54	Action 17.1	0.46	Consider the outdoor market at Trailhead Park as a covered, permanent location for a farmers' market.
55	Action 16.5	0.46	Expand the City's urban forestry program by increasing the volume and diversity of trees in urban spaces and continue to support attainment of the Tree City USA award.
56	Action 8.2	0.46	Develop and implement a strategy for filling vacant lots downtown, with an emphasis on more entertainment opportunities such as a movie theater.
57	Action 16.3	0.46	Pursue expanded partnerships with regional, state and federal agencies to improve fish passage, water quality and supply in local streams, wetland preservation and other key environmental concerns.
58	Action 16.1	0.45	Make environmental asset preservation and enhancement a priority by establishing a grant writing team responsible for securing financial and technical assistance and support for top priorities.





# Cottage Grove 2037 Electronic Polling Ranking (Cont.)

Priority	Action	Ranking	Description
59	Action 10.1	0.45	Prioritize the installation of sidewalks throughout the City to meet health and safety guidelines and improve the overall walkability of Cottage Grove.
60	Action 20.5	0.44	Seek funding opportunities that would allow the proactive installation of conduits for future infrastructure, retrofit undersized stormwater pipes and digitize city utilities to ensure an accurate system map.
61	Action 18.2	0.44	Promote and market a visitor package that builds on our environment and amenities to stimulate local prosperity.
62	Action 1.2	0.43	Partner to enhance the “community information” links on the City’s and other organizations’ websites to facilitate the exchange of community information.
63	Action 19.2	0.43	Seek grant support to research and identify opportunities for the greater Cottage Grove area to secure, operate and proceed from owning its own alternative energy source or sources.
64	Action 8.3	0.42	Implement strategies identified in the Downtown Enhancement and Refinement Plan, including better utilization of alleyways to create new retail access and adding awnings and other amenities.
65	Action 12.3	0.42	Expand existing and attract new events and festivals to help put Cottage Grove on visitors “annual to-do” list of recreation and leisure activities.
66	Action 2.2	0.41	Incorporate local governance classes into the high school curriculum or as extracurricular opportunity.
67	Action 20.2	0.41	Create and promote a local “Nobel Prize” for citizens that design or implement successful energy-conservation ideas.
68	Action 18.6	0.40	Enhance partnerships with regional, state and federal agencies with the goal of packaging tourism activities.
69	Action 17.4	0.38	Coordinate and support Community-Supported-Agriculture (CSA) by identifying participants, education and marketing “sign-ups” through an annually updated directory.
70	Action 18.1	0.38	Create and promote events that celebrate the natural world and local assets.
71	Action 16.4	0.37	Improve promotion of existing Adopt-a-Park, Adopt-a-Trail and Memorial Tree Programs.
72	Action 19.3	0.36	If feasible, develop a pilot project to produce an empirically verifiable percentage of “own-power” to determine an appropriate scale and pace for expanded investment.
73	Action 16.2	0.36	Research best practices and develop and support a Cottage Grove area conservation authority responsible for identifying and securing key lands for long-term preservation.
74	Action 8.1	0.34	Develop a strategic plan to expand the range of housing available downtown with the goal of establishing greater vibrancy and diversity of patrons.
75	Action 20.3	0.34	Work with The Sentinel and Register-Guard to establish a “green corner” column that recognizes innovative efforts.
76	Action 2.3	0.34	Work with The Sentinel to establish a regular series on local governance and the decision-making process.
77	Action 19.7	0.33	Review policies on backyard burning.
78	Action 12.5	0.32	Establish a volunteer panel to research and recommend specific actions for promoting Cottage Grove as a film destination and creating a film and media education and production network.
79	Action 1.5	0.32	Research and implement a practical, cost-effective means for airing or streaming Council meetings on television, radio, or the web to accommodate those who cannot attend
80	Action 1.4	0.31	Create a bulletin board community notification system, with “postings” announcing community events and information located throughout the city.
81	Action 12.2	0.31	Explore the feasibility of establishing a wine-tasting center in the heart of downtown, featuring Lorane Valley wines and other local agricultural products.
82	Action 9.2	0.30	Establish a City/Friends of Mt. David working group to identify opportunities to purchase or limit development of this prominent Cottage Grove icon.
83	Action 12.1	0.30	Conduct a market assessment and feasibility study to determine what type and size of convention center would be feasible in Cottage Grove.
84	Action 2.1	0.29	Develop a neighborhood association or similar organizing structure to “build community” and enhance community-wide communications.



## Cottage Grove 2037 Electronic Polling Ranking (Cont.)

Priority	Action	Ranking	Description
85	Action 17.2	0.29	Establish an oversight board that includes a marketing and promotion function to build a sustainable volume of vendors and shoppers and a research and development arm that considers future additions and growth.
86	Action 11.2	0.28	Create a locally-managed “Cottage Grove Mutual Fund” that would enable residents to invest in downtown improvements while also generating a return on their investment through periodic dividends.
87	Action 18.4	0.26	Investigate the feasibility of offering real mining opportunities and timber production educational tours for tourists, as part of a combined wine-tasting, trail riding package.
88	Action 11.1	0.26	Establish a land trust or redevelopment authority responsible for identifying and purchasing key properties.
89	Action 12.4	0.25	Implement a guest services training program to maintain excellence and generate a positive experience for potential return visitors.
90	Action 1.3	0.25	Post periodic e-surveys on City website to gauge community opinion on key issues and offer an “e-subscription” for people interested in obtaining current City news and information.
91	Action 2.5	0.23	Expand the range and number of citizen committees in place to advise the City on key themes.
92	Action 18.5	0.21	Explore the possibility of expanding the current Cottage Grove Riding Club (rodeo) to attract equestrian national associations while also providing local recreational opportunities.
93	Action 8.5	0.20	Upon completing, or as part of the infill strategy, determine the feasibility of siting a central parking garage within the downtown core.



**Cottage Grove 2037 PARTNERS:**  
 City of Cottage Grove  
 Cottage Grove Sentinel  
 South Lane School District  
 Emerald People's Utility District  
 Cottage Grove Community Hospital  
 Friends of Mt. David  
 Cottage Grove Community Foundation  
 Cottage Grove Chamber of Commerce



*There is no place like it on earth. We have it all, climate, beauty, a river running through it. Close to the mountains and the sea. I have lived here all my life and I have never been any place that compares.*

— Marcia Allen

(80+ year resident of Cottage Grove, President of the Cottage Grove Historical Society and Tourism Committee)



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 Barney & Worth, Inc.  
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