

STAFF REPORT

For Meeting of April 11, 2016

MAYOR AND MEMBERS OF THE CITY COUNCIL

Agenda Item #

NO. 2016-

SUBJECT:

Livable Hermiston
Report

Subject

Receive and accept a report regarding the Livable Hermiston process, and provide feedback for next steps.

Summary and Background

In early 2015, in response to ongoing questions from the Chamber of Commerce about long-term plans for the Hermiston Community & Conference Center, the City Council appointed Mayor Drotzmann, Councilor Myers, and Councilor Smith to a sub-committee to examine the issue with the Chamber. In the Spring, the sub-committee recommended that the issue be discussed with the Hermiston Futures Task Force (HFTF). The HFTF recommended that any discussion of long-term usage of the Conference Center should take place in a larger dialogue about how the community invests in community "livability assets" as a whole. As a result, the Council appointed a "Livable Hermiston Oversight Committee" to gauge community interest and support for what types of "livability assets" the community should focus on over the next 10-20 years. This committee included Hermiston Futures Task Force members, the Mayor, two City Councilors, the Chamber of Commerce Executive Director, the current Chamber President, two past Chamber Presidents, and five 'general' community members.

Barney & Worth, Inc. was retained to lead the Livable Hermiston process. Their full report is attached for further detail, but the two main recommendations from the Livable Hermiston Oversight Committee are:

- First, the top general community priority over the next three to five years should be to ensure full build-out and successful operation of the EOTEC.
- Second, the community should, "allocate resources over the next year to (also) support an in-depth evaluation of developing one of the (other) top priorities listed." Which include (in no priority order)
 - Indoor Aquatics Center
 - Downtown Revitalization
 - Youth/Family Activity Center
 - Parks/Trails/Open Space

It is clear that this process evolved away from the initial goal of determining a concrete future for the Hermiston Conference Center in relation to the ongoing operation of the EOTEC. However, the #1 recommendation of the committee was to ensure the success of the EOTEC. Additionally, a small portion of what the existing Conference Center does could be considered similar to a community activity center, and many

City of Hermiston

people, including the Chamber, commented that the existing facility may be able to be repurposed to expand on that activity in the future. However, it is still unknown what the true impact will be of the EOTEC on the Conference Center, and vice-versa, until the EOTEC has been in operation for some time. The Conference Center's operational contract has been extended to run through December 31, 2017; approximately one and a half years after the opening of the Event Center portion of EOTEC.

Fiscal Information

There is no fiscal impact related to accepting the report as-is. Any fiscal impact will be subject to future budgeting by the Council.

Alternatives and Recommendation

Alternatives

1. Accept the Livable Hermiston Report as presented.
2. Do not accept the Livable Hermiston Report.
3. Provide new direction to Livable Hermiston Oversight Committee, and request revised recommendations.

Recommendation

Accept the Livable Hermiston Report as presented. Direct staff to report back to Council in mid-2017 with a proposal to conduct a professional analysis of the long-term relationship between the EOTEC, the Conference Center, and the viability of a Youth/Family Activity Center.

Requested Action/Motion

Motion to accept the Livable Hermiston Report staff recommendations.

Department Head- Mark Morgan, Assistant City Manager



City Manager Approval- Byron Smith, City Manager



City of Hermiston



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Summary Report



March 2016

Acknowledgments

The City of Hermiston thanks the Livable Hermiston Committee for their time and expertise in spearheading the public engagement process that enlisted thousands of Hermiston residents and others to discern the community's vision for the future.

Livable Hermiston Committee

Chuck Barnes

Doug Barak

Joseph Basile

Dennis Burke

Donald Daggett

Mayor David Drotzmann

Maria Duron

Jason Edmiston

Steve Eldrige

Joseph Franell

Bob Green

Philip Hamm

Tamra Mabbott

Fred Maiocco

Bryan Medelez

Mark Morgan

Councilor Jackie Myers

Debbie Pedro

Kim Puzey

Margaret Saylor

Byron Smith

Councilor Douglas Smith

Angie Treadwell

Katrina Ward

Jim Whalley

Jacob Zumwalt



The Livable Hermiston Committee guided the engagement process that draw participation from more than 2,200 community members.

EXECUTIVE SUMMARY

Livable Hermiston Visioning Process

Livable Hermiston is a community-wide visioning process sponsored by the City of Hermiston and Livable Hermiston Committee to identify future community livability assets that will continue to make Hermiston a great place to live, work and visit. The goal is to set priorities for the most important community livability assets to be pursued by the community over the next 10 to 20 years.

It is an opportunity for community members to continue shaping the kind of city that future generations will be proud to call home. This is not a “City” plan, but rather a community plan, with the responsibility and benefits of developing and implementing the plan to be shared among a broad range of partners and supporters.

This visioning process is guided by a 26-member Livable Hermiston Committee, a diverse group of community leaders and citizens. *Livable Hermiston* is intended to produce:

- A vision of Hermiston’s future livability assets, and a road map for getting there;
- An understanding of shared community values; and
- An engaged and informed community that is looking ahead, together.

Community Engagement

A goal of the Livable Hermiston Committee was to involve a cross-section of community members in the visioning process. Groups targeted to participate included community leaders, local service clubs, the business community, long-time residents and newcomers, commuters who work in Hermiston but live elsewhere, high school students, and members of the Hispanic community. Through interviews, surveys (in English and Spanish), public events and meetings, and focus group discussions with community groups, more than 2,200 Hermiston residents and others participated.

The surveys reveal values shared broadly across the community, to be preserved and accentuated in shaping Hermiston’s future livability:

- Small town character
- Friendly, welcoming to all
- Affordable
- Multi-cultural
- Agriculture center at a crossroads location

Another value that is widely shared: investing in education (and youth) is a key to Hermiston’s future. Hermiston is strongly supportive of good K-12 schools and post-secondary options (BMCC, EOHEC, other) to ensure the availability of an educated workforce that is essential to attract new employers.

Committee Recommendations

The Livable Hermiston Committee considered some twenty ideas for new community aspects that would boost Hermiston’s long-term livability for residents and visitors. After extensive community outreach that involved *thousands!* of Hermiston residents, businesses and their



employees, students and others, the Committee reached agreement on a handful of priority projects.

The Committee recommends the #1 priority for the City in the near future is to ensure the EOTEC (Eastern Oregon Trade and Event Center) is fully built-out and operational over the next 3 to 5 years. This is a top-notch venue is anticipated to attract and accommodate a wide range of events throughout the year. The initial phase is funded, under construction, and opens in 2016. Future plans call for expansion of the events center, and other improvements.

The Livable Hermiston Committee's additional priorities include four livability projects that are also strongly endorsed by the community:

- *Indoor aquatics center:* a multi-use facility that extends Hermiston's aquatic activities year-round. This facility may also include a family/youth activity center component (see below).
- *Downtown revitalization:* implementing the existing renewal plan for Hermiston's Downtown Urban Renewal District, focusing dedicated urban renewal funding and other resources on enhancing City-owned facilities, developing a "Festival Street", and other projects which will attract visitors to the downtown.
- *Youth/family activity center:* a Boys & Girls Club, YMCA or similar type center to host affordable programs and activities for youth and their families that are also open to the entire community. This can be developed as a stand-alone facility, but the Committee strongly recommends it be combined with the aquatics center.
- *Parks/trails/open space:* the Committees goal in developing more parks is regional equity. With Hermiston at only 70% of national standards for park acreage, there's room for more parks and recreation facilities. With many of the existing parks located on the westside, the Committee suggests looking for future opportunities on the eastside.

Next Steps

The Livable Hermiston Committee recommends the City of Hermiston and community allocate resources over the next year to support an in-depth evaluation of developing one of the top priorities listed above.

In turning the *Livable Hermiston* vision into reality, there's no reason for the City to "go it alone". Hermiston has a wealth of community organizations poised to help implement them with the vision: the business community, Hispanic Advisory Committee, service clubs, School District and Community College. These organizations stand ready to participate as willing implementation partners – if invited.



The EOTEC events center opens in Spring 2016; the fairgrounds in Summer 2017.

Introduction

The City of Hermiston (current population 17,520) is the population and commercial/service hub of western Umatilla County. Nearly 40,000 people live within a 10-mile radius. Much of that population has resulted from growth over the past 20 years, and the area's population continues to increase.

The City of Hermiston and its Hermiston Futures Task Force have commissioned a new vision process called *Livable Hermiston* to identify community priorities for the next five to ten years. The Task Force was formed in 2011 to discuss essential components and projects to further develop the city's viability and success. Their goal was to develop a long-term and deliberate vision for Hermiston and the surrounding area. The Task Force and its partners identified ten priorities in 2012, and updated those in September 2014.

For the 2015 vision process, the City of Hermiston retained a consultant team led by Barney & Worth, Inc. Like other rural communities, Hermiston's economic development projects hinge on the ability to attract and retain high-skill professionals (managers, physicians, engineers, etc.). Hermiston's proximity to the Tri-Cities, Washington metropolitan area (population 240,000, within a 30 to 40 minute commute) is a plus for recruitment. It helps local employers draw from a larger labor force. But having the Tri-Cities nearby also means that many professionals and others who work in Hermiston choose to commute.

For the future, the City of Hermiston aspires to have a greater percentage of those professionals live in Hermiston. One strategy to attract and retain that high-skilled workforce is to continue to invest in improving Hermiston's livability, developing new livability assets. The City of Hermiston defines "livability assets" as facilities that residents and visitors can enjoy, making Hermiston a better place to live, work and visit. Over the years, the community has added many livability assets including an outdoor aquatic center, a community center, new elementary and middle schools, sports fields, and many parks system components.

An initial list of livability assets to be tested with the community in the *Livable Hermiston* vision process included:

- Indoor public swimming pool
- Museum
- Additional athletic facilities
- Boys and Girls Club
- Walking paths/trails
- "River Trail" (Umatilla River floating)
- New City Hall

Livable Hermiston Committee

To guide the visioning process, the City Council appointed the 26-member Livable Hermiston Committee. Formed around the nucleus of the Hermiston Futures Task Force, members were added to broaden community representation and also include the Mayor and two City Councilors. (Committee members are listed in the Acknowledgements section.)

The Committee's assignment was to advise and steer the visioning process, and develop



recommendations. Committee members also offered suggestions to direct the community engagement process, and helped spread the word by sharing information and encouraging participation in Livable Hermiston among their neighbors, friends, colleagues and interested organizations. The Committee also hosted a community event in January 2016.



With guidance from the livable Hermiston Committee, the goals for engagement were met. More than 2,200 people who live, work, visit or study in Hermiston joined in the visioning.

The visioning process began in late August 2015 and concluded in February 2016. The six-month process included Livable Hermiston Committee meetings, stakeholder interviews, two community surveys, presentations to local organizations, and a community event. The committee met four times: in October, November and December 2015 and February 2016.

Data Profile

To contribute a foundation for the visioning processes, the economic consultant E.D. Hovee & Company prepared an economic/demographic data profile for Hermiston and its trade area (including the 97826, 97838, 97875 and 97882 zip codes for Echo, Hermiston, Stanfield and Umatilla). Data for Hermiston was analyzed and compared with countywide and statewide averages.

Highlights from this analysis:

- Hermiston's population growth exceeds the state average, but has recently been only about one percent per year.
- The community has a young, diverse, family-oriented population: 32.4 years vs. 39.3 years statewide; and 38% Hispanic.
- The labor participation rate is very high – greater than two workers per household; household income is comparable to the Oregon average: around \$50,000 annually.
- The transportation/warehousing/utilities sector enjoys strong job growth, but stagnant wages.
- Commute times are below the statewide average: 18 minutes vs. 25 minutes statewide.
- Retail sales strengths include the grocery, building materials, and automobile sectors.
- However, there's significant retail sales "leakage" in electronics, health, and apparel/specialty.
- Tourism spending and growth are sub-par – well below statewide averages.
- Educational attainment is below average: 11% of adults have a college degree vs. 30% statewide.

In summary, Hermiston's economic/demographic *attributes* includes its youth, work orientation, and location. Hermiston's *challenges* are its low educational attainment, limited housing options, retail sales leakage, and dearth of visitors.



Stakeholder Interviews

As an early step in the *Livable Hermiston* visioning, Barney & Worth interviewed a cross-section of community leaders and other interested stakeholders to learn their views and vision for Hermiston's future. Participants included newcomers and old hands, with some arriving in Hermiston in the past three years while others who were interviewed have lived here for 40+ years.

Participants were asked to share their observations and advice on Hermiston's distinct identity, what's missing today, and how best to engage citizens in the visioning process. The interviews complement the results of community surveys completed by more than 2,200 citizens.

The following highlights summarize the key points offered by 24 key stakeholders who were interviewed for *Livable Hermiston*.

1. **Community leaders agree the outlook is bright for Hermiston.** Their shared expectation is for continued growth and prosperity in the coming years for this "up-and-coming" rural center.
2. **The community's strong, diversified agriculture sector and its unique "crossroads" location make Hermiston desirable.** Growing numbers of companies are looking for this type of "hub" and transfer point, with good highway and rail access to all of the Pacific Northwest's major markets. These and other assets identified by stakeholders are highlighted below.

Hermiston's Self-Image

- ✓ Strong, highly diverse agriculture sector
- ✓ Growing: new companies adding higher wage jobs and stability
- ✓ Welcoming; accepting of new people
- ✓ Well located, a crossroads: highways, rail, river – a hub and transfer point
- ✓ Progressive, forward looking, can-do attitude
- ✓ Business friendly
- ✓ In transition: up-and-coming

3. **Another intangible asset – but very important – is Hermiston's welcoming culture.** The community's growth in recent years has brought many new residents and new businesses. All observers agree that Hermiston has continued to invite and welcome newcomers, whatever their economic status or background.
4. **There's general agreement on what's missing – but no consensus at this point on how to provide those key elements.** Most community leaders see room for improvement. The missing ingredients named most often include: more restaurants and retail/shopping; housing options; arts, culture, and entertainment amenities; recreation opportunities; curb appeal, better first impression, aesthetics. The Tri-Cities area is nearby and represents tough competition in some of these categories. There are many compelling reasons why some folks who work in Hermiston may prefer to commute.

5. **Community leaders understand the connection between community facilities and livability.** An early priority is to fully activate the new assets that are under development: EOTEC/Eastern Oregon and the new senior center. Other quality of life assets nominated include: a year-round aquatics center, a conference center that is repurposed – possibly as a performing arts facility – and better signage and wayfinding for visitors.

**Possible Community Facilities
Initially Suggested by Stakeholders**

- ✓ EOTEC
- ✓ New senior center
- ✓ Year-round aquatics center
- ✓ Skate park
- ✓ Recreation center and other facilities/activities for kids and all ages
- ✓ Boys and Girls Club or YMCA
- ✓ Repurposed conference center
- ✓ Multi-cultural center
- ✓ Performing arts center
- ✓ Visitor attractions: museums, entertainment
- ✓ Hotels, restaurants and other visitor amenities to support longer stays
- ✓ Better highway entrances, signage, wayfinding
- ✓ Reinvest in downtown
- ✓ Fairgrounds site: redevelopment opportunity
- ✓ New and expanded parks, trails, open space
- ✓ Sports fields
- ✓ Golf course
- ✓ New City Hall/consolidated offices

6. **Investing in education is a key to Hermiston's future.** Hermiston is viewed as being supportive of good K-12 schools and post-secondary options (BMCC, EOHEC, other). To ensure the availability of an educated workforce that is essential to attract new employers, greater attention and investments will be required at all levels – including continuing education for adults who are already employed. Non-academic classes that enhance quality of life are also mentioned: arts, theater, martial arts, etc.
7. **Hermiston has a wealth of community organizations poised to help implement the new vision.** The groups mentioned most often are the business community, Hispanic Advisory Committee, service clubs, school district and community college. Many observers foresee an ongoing implementation oversight role for the Hermiston Futures Task Force.
8. **Stakeholders suggest a variety of communication channels to ensure there is broad public participation in developing the vision.** A shared priority is to broaden the conversation beyond the “usual suspects.” Targeted outreach can ensure important



segments of the community who don't traditionally participate are invited to join the conversation; including students, seniors and Hispanic community members.

Community Engagement Channels

- Website; online survey
- Targeted outreach to key groups: students, parents, seniors, Hispanic community
- Citizens committee/task force
- Email notices
- Newspaper stories
- Hispanic Advisory Committee
- Public meeting, forum, open house co-sponsored with community organization(s)
- White board session for businesses
- Booth at community events
- Networking
- Radio advertising
- Social media
- Work through organizations

9. Hermiston's growing Hispanic population should be included in the vision. Now approaching 40% of area residents, the community is quickly becoming multi-cultural. Livable Hermiston should seek to explore and adopt the Hispanic community's priorities as one element of the vision.

10. Final Advice. Livable Hermiston should be a proactive, citizen-driven initiative. "Do it right, get enough people involved, and go for it!"

A list of the persons interviewed is attached in an appendix.

First Community Survey

The first community survey was completed by 1,092 Hermiston residents, business owners, employees and students. Notably, the respondents included nearly 500 high school students. City Council members and Livable Hermiston Committee members sent the survey to their friends and colleagues. The survey was distributed in Spanish by the Hispanic Advisory Committee, and was also made available at City Hall counters.



Questions for the survey included:

1. What makes Hermiston special?
2. What do you think is missing?
3. Let's imagine: The City of Hermiston has just discovered a historic document from one of Hermiston's pioneer families that provides a legacy gift of millions of dollars! The sole condition is that it must be spent in the next five years on City projects or programs. What would be your three top priorities for spending this newly discovered gift?

The survey results parallel the stakeholder interviews. Hermiston's leading assets are its small town character and welcoming nature. What's missing? Survey respondents say it's restaurants, retail, activities for youth, arts/culture/entertainment, and a thriving downtown.

Priorities for livability assets include:

- Community center/Boys & Girls Club, YMCA
- Year-round aquatics center
- Parks/trails/open space
- Arts & culture facilities: performing arts center, expanded library, museum
- Thriving downtown

Also mentioned are:

- Beautification
- Medical/social services: homeless shelter

Second Community Survey

The second community survey attracted 1,108 responses. Again, the participants included a strong representation from students – this time 701 responded.

Excerpts are provided below from respondents' feedback on the top priority livability assets being considered for Hermiston's future.

Year-Round Aquatics Center

- I LOVE this idea; if we had it I would go all the time.
- Would be a great all year pool.
- The swim team wouldn't have to travel to Pendleton to practice.
- I can't swim but this is a good idea.
- I have heard Boardman is planning to have an indoor pool. If we do not have one in Hermiston, our business will go elsewhere and I am sure we are not the only family who feels this way.
- Why not just add to the aquatic center we already have?



- This would be nice however our taxes are so HIGH now. I can't pay more and may have to move.

Revitalized Downtown

- Making more and new retail and restaurants is a good idea.
- Hermiston is beautiful, but downtown is becoming dead.
- Downtown is in desperate need of revitalization. It sets the tone and is a reflection of the entire community.
- This town seems old, make it new!
- It would be nice to have a downtown destination like in the olden days.
- Every town/city I have lived in had a vision of revitalizing their downtown – none succeeded. Small businesses have a difficult time remaining profitable year round in the current business environment.



Community Center

- This would be PERFECT because it could be for all ages and not a specific group of people.
- A YMCA would be awesome!
- It's a good place for community activities.
- I really like this idea because it will make our family come closer together.
- If we had a YMCA with an indoor pool that would kill two birds with one stone. They have that in the last community I lived in.
- Don't we already have one of these? Maybe expand the one we have instead of spending millions of dollars to build a brand new one.
- Don't do it, it's a waste of moolah.



Parks, Trails, Sports Fields

- Definitely need more parks/hiking trails up in Hermiston.
- I support this because Americans need to get FIT.
- Would love more running trails.
- Maybe a sk8 park for 12 and under.
- We are in need of more baseball/softball fields.
- We do need more soccer fields, an indoor batting arena and a dog park.
- We are paying HIGH taxes for our schools and we have adequate fields. Parks and rec have done a fantastic job on our parks.



Arts and Culture Center

- We could perform concerts there.
- I think this is a great idea for Hermiston. I believe the arts and culture center is good for teens.
- This is a marvelous idea because we will see many different cultures in our town. Establish sponsors for donations. Use great money for any necessities. Gather several dedicated volunteers to help build the building.
- The Hispanic community is trying to get a culture center going. I envision a place where youth can be taught arts, dances, drama, etc.
- Yes this would be awesome. We need a music/art and culture instead of Tri-Cities entertainment.
- Make this part of the community center – not a separate building.
- These types of events not high on my list.



In response to the Spanish language surveys, two themes emerged: providing activities, year-round, for youth; and keeping the new facilities and programs affordable for community members.

Excerpts from Spanish language survey responses:

- *Un lugar donde los jóvenes estén ocupados en vez de andar en las calles causanda problemas.*
A place where youth are kept busy instead of walking the streets causing problems
- *Un lugar para los jóvenes todo el año, sobre todo sí cuenta con deportes, pero deportes que no cobren tanto como lo hacíenle fútbol. Cobran muy caro y para familia de tres no se puede cubrir el costo.*
A place for youth all year, above all including sports – but not sports that cost a lot like football. Families can't cover those costs.

Community Focus Groups

Several community focus groups were conducted once the data from the second survey was compiled and analyzed. The purpose of the focus groups was to describe the basic concepts for new community facilities to members of the public, and get their responses face-to-face, in a group setting. These sessions allowed for open conversations about why people may think various concepts are good or bad ideas. The interactive focus groups engaged the entire audience, and required participation and feedback about both the positives and negatives of all of the concepts.

Focus groups were conducted in January by Committee members and staff with the Rotary Club, Hispanic Advisory Committee, Kiwanis Club, and Altrusa Club. More than 80 people took part in the focus groups, and at the end of each topic were polled on the question: "Do you support the community dedicating significant resources toward making this concept a reality within the next 10-20 years?"

Results of the focus group polls, and feedback are shown below.

Year-Round Indoor Aquatics Center

93% Support 7% Don't Support

Supportive Feedback

Provide a place for the H.S. Swim Team
All ages can use the facility
Improve Community Health

Concerns

Operating costs for taxpayers
Duplication of existing services
Affordability to the users

Community Center

81% Support 19% Don't Support

Supportive Feedback

Fills an after school activity gap for youth

Should be combined with an aquatics center
Possible re-use for existing Conference Center

Concerns

May compete with existing activities
Should instead put resources toward existing activities
Will it actually be utilized?

Revitalized Downtown

75% Support 25% Don't Support

Supportive Feedback

Provide a community gathering space
Downtown is the face of the community
Positive, but un-measurable, socio-economic impact

Concerns

Downtown's simply too small for any real impact
It's not fundamental Economic Development
Downtown property & business owners should take the lead

Parks/Trails/Open Space

71% Support 29% Don't Support

Supportive Feedback

Improve community health
Fill current gaps across the community
Improve overall community appearance

Concerns

Ongoing maintenance cost
Plenty of existing opportunities

Arts and Culture Center

37% Support 63% Don't Support

Supportive Feedback

Increase tourism spending
Retain heritage
Educational opportunities

Concerns

Ongoing cost to taxpayers
Nice to have, but bigger needs elsewhere
Will it be utilized by locals?



Commuting Professionals

Another objective for Livable Hermiston was to investigate whether certain community livability assets might attract commuting professionals to reside in Hermiston. This issue was broached in the stakeholder interviews, and also researched by the Barney & Worth/E.D. Hovee team.

Highlights from the research:

- Recruiting professionals to rural areas has been a chronic problem recognized since 1925.
- Most promising candidates grow up in rural areas.
- Employers cannot control where employees live.
- Perceptions matter. Locally, the unkempt image of the Highway 395 gateway could be a turn off.

Rural Physicians – Factors Influencing Where They Practice

- 70% Recreation/leisure activities
- 55% Good place to raise children
- 44% Opportunity for professional independence
- 40% Desire to retire in rural area
- 39% Work environment/hours per week

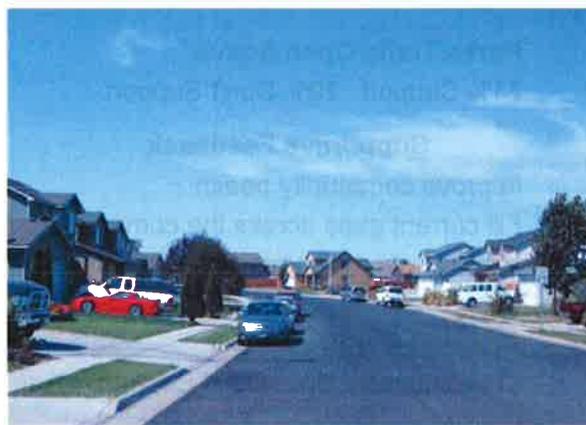
Source – Colorado Health Institute, 2015

It's important to look at the choice of residential location from the perspective of commuting professionals. For those who are commuting from the Tri-Cities, the move is from a metropolitan area to a rural community. There are some potential benefits to home owners for relocating:

- Cheaper property than metro areas, with less competition
- Proximity to outdoor recreation
- Small town experience for children; perception of safety
- Lower taxes
- Less regulation: planning, zoning, building codes

Hermiston also has some possible drawbacks mentioned by stakeholders:

- Lack of executive housing
- Tight housing market
- Fewer job options for spouses
- Limited retail/restaurant choices
- No golf course
- Aesthetics



A lack of executive housing may deter commuting professionals from moving to Hermiston.

The overall advice for rural communities marketing to commuting professionals can be summarized in three key points:

1. Leverage your city's benefits and brand your community accordingly.
2. Target the right candidates.
3. Establish a formal process for familiarizing candidates with your city.

Vision Implementation

The Livable Hermiston Committee's recommendations address implementation of the vision by setting realistic priorities:

- Focusing first on finishing the EOTEC (Eastern Oregon Trade and Event Center) project, over the next 3 to 5 years, to ensure it is fully built-out and operational.
- Allocating resources over the next year to support an in-depth evaluation of developing *just one* of the top priority projects.

Potential Partners for Livable Hermiston

- ✓ Business community; Chamber of Commerce; Latino Business Network
- ✓ Downtown Association; downtown merchants and property owners
- ✓ Hermiston School District
- ✓ Blue Mountain Community College
- ✓ Hermiston Development Corporation
- ✓ Hermiston Futures Task Force
- ✓ Hispanic Advisory Committee
- ✓ Service clubs: Rotary, Altrusa, Kiwanis, Lions
- ✓ Churches
- ✓ Desert Arts Council
- ✓ Good Shepherd Medical Center
- ✓ Visitor industry
- ✓ New organization formed for this purpose

A key for any of these priority projects will be community partners. Hermiston has a wealth of community organizations poised to help implement the new vision, with a number of these groups already expressing interest.

Another positive sign is the strong response of survey participants who were asked if they would be willing to volunteer, or pay more to support these priority projects. The accompanying table shows strongest support for the aquatics center and community center, but large numbers ready to volunteer for any of the priorities.

| Livable Hermiston Community Survey Summary of Results n=1,092 | | | | | |
|------------------------------------------------------------------|-----------------|----------|-------|------------------|----------------|
| | Aquatics Center | Downtown | Parks | Community Center | Arts & Culture |
| Love | 643 | 590 | 573 | 401 | 290 |
| Would Support | 330 | 345 | 331 | 508 | 413 |
| Not a Priority | 94 | 111 | 137 | 164 | 350 |
| Volunteer | 433 | 372 | 415 | 499 | 341 |
| Pay More | 234 | 187 | 184 | 195 | 161 |





What is Livable Hermiston?

Livable Hermiston is a community-wide visioning process sponsored by the City of Hermiston and Livable Hermiston Committee to identify future community liability assets that will continue to make Hermiston a great place to live, work and visit. The goal is to set priorities for the most important community livability assets to be pursued by the community over the next 10 to 20 years.

It is an opportunity for the community members to continue shaping the kind of city that future generations will be proud to call home. This is not a “City” plan, but rather a community plan, with the responsibility and benefits of developing and implementing the plan shared among a broad range of partners and supporters. This visioning process is guided by a 26-member Livable Hermiston Committee, a diverse group of community leaders and citizens.

What will come from the process?

- A vision of Hermiston’s future livability assets, and a road map for getting there
- An understanding of shared community values
- An engaged and informed community that is looking ahead, together

How can I get involved?

- Complete a community survey (Go to <https://www.surveymonkey.com/r/LivableHermiston>)
- Participate in upcoming community events
- Follow Livable Hermiston on Facebook www.facebook.com/cityofhermiston
- Visit the Livable Hermiston webpage for up-to-date information: www.hermiston.or.us

To learn more:

Mark Morgan, Hermiston Assistant City Manager

mmorgan@hermiston.or.us /541-567-5521

Livable Hermiston Stakeholder Interviews

City of Hermiston

* Mayor David Drotzmann
Councilor Jackie Myers
Councilor Doug Smith

City Commissions

Mike Kay, Hermiston School District – Parks & Recreation Advisory Committee
Tami Rebman, American West Realty – Planning Commission
Hector Ramirez – Hispanic Advisory Committee
* Margaret Saylor – Planning Commission Chair
Steve Williams – Parks & Recreation Committee

Others

Joe Basile, Calpine Corporation
Tim Beinert, Umatilla Chemical Depot
* Dennis Burke, Good Shephard Health Care
Josh Burns, Wal-Mart Distribution Center
Heather Cannell, EOTEC
Mary Corp, Desert Arts Council
Dan Earp, Aquatic Center
Joe Franell, Eastern Oregon Telecom
* Phil Hamm, Oregon State University
Patsy Keimig, American West Realty
Jacelyn Keys, Desert Arts Council
Tim Mabry, Credits, Inc.
Trampis Palmer, Grid Kids
Vijay Patel, A-1 Hospitality Management
Debbie Pedro, Hermiston Chamber of Commerce
Lucy Zamarippa, Oxford Hotel

* Hermiston Futures Task Force



ENTER YOUR NAME IN THE DRAWING FOR A PRIZE!

Complete this survey and you will become eligible for a drawing to receive a \$25 gift card.

YOU CAN GROW HERE.

Livable Hermiston is a community-wide visioning process sponsored by the City of Hermiston. The goal is to set a road map for the future with input from those who live, work and play in our community. Please take a few minutes now to complete the community survey.

Take the survey online:

<https://www.surveymonkey.com/r/LivableHermiston>

— or complete the survey and return to: City Hall, 140 NE 2nd Street, Hermiston, OR 97838, Attention: Livable Hermiston



1. What makes Hermiston special?

(Check all that apply)

- Small town character
- Friendly/welcoming to all
- Agriculture center
- Crossroads location
- Multi-cultural
- Self-sufficient
- Affordable
- Another thing: _____

2. What do you think the community is missing?

For more information:

Mark Morgan
Hermiston Assistant City Manager
mmorgan@hermiston.or.us
541-567-5521

3. Let's imagine:

The City of Hermiston has just discovered a historic document from one of Hermiston's pioneer families that provides a legacy gift of millions of dollars! The sole condition is that it must be spent in the next five years on a community facility that enhances Hermiston's livability. What would be your top priority for investing this newly discovered gift?

4. What best describes you?

(Check all that apply)

- Hermiston resident
- Hermiston business owner/operator
- Work in Hermiston/live elsewhere
- Live/work outside Hermiston
- Student

5. Name and email:



YOU CAN GROW HERE.

ENSCRIBE SU NOMBRE PARA PODER GANAR UN PREMIO!

Completar esta encuesta y usted será elegible para ganar una tarjeta de regalo de \$ 25.

Habitable Hermiston es un proceso de visión de toda la comunidad patrocinada por la Ciudad de Hermiston. El objetivo es establecer una hoja de ruta para el futuro con contribución de los que viven, trabajan y juegan en nuestra comunidad. Por favor, tómesese unos minutos para completar la encuesta comunitaria.

Tome la encuesta en línea:

<https://www.surveymonkey.com/r/HabitableHermiston>

— O completar la encuesta y devolverlo a: City Hall, 180 NE 2nd Street, Hermiston, OR 97838, Atención: Habitable Hermiston



1. Qué hace Hermiston especial? (Marque todo lo que corresponda)

- Carácter Pequeña de ciudad
- Amistoso /bienvenida a todos
- Centro Agricultura
- Localización encrucijada
- Multicultural
- Autosuficiente
- Asequible
- Otra cosa: _____

2. Qué crees que se falta en la comunidad?

Para más información:

Mark Morgan
Gerente Asistente de la Ciudad de Hermiston
mmorgan@hermiston.or.us
541-567-5521

3. Vamos a Imaginar que:

La Ciudad de Hermiston acaba de descubrir un documento histórico de una de las familias pioneras de Hermiston que ofrece un regalo de millones de dólares! La única condición es que debe ser gastado en los próximos cinco años en un centro comunitario que mejora la habitabilidad de Hermiston. ¿Cuál sería su principal prioridad para invertir este regalo recién descubierto?

4. Qué te describe mejor? (Marque todo lo que corresponda)

- Residente Hermiston
- Hermiston dueño de negocio / operador
- Trabaja en Hermiston / viven en otros lugares
- Vivo / trabajo fuera de Hermiston
- Estudiante

5. Nombre y correo electrónico:



Take the survey online:

<https://www.surveymonkey.com/r/HermistonCommunity> – or
complete the survey and return to:
City Hall, 140 NE 2nd Street, Hermiston, OR 97838,
Attention: Livable Hermiston



Community Survey

Livable Hermiston is a community-wide visioning process sponsored by the City of Hermiston. The goal is to set a road map for the future with input from those who live, work and play in our community.

Hundreds of Hermiston residents, students, and visitors have shared their ideas for what makes Hermiston special:

- Small-town character
- Welcoming citizens
- Ideal crossroads location

They also said what can make Hermiston even greater. Several possible visions for new livability assets emerged. Which of these possibilities most appeal to you?

1. Community Center: a place for year-round activities for youth and families, possibly a YMCA or Boys & Girls Club.

- Love this vision – a top priority!
- Not my top priority, but would support it
- Not a priority for me right now

Comments or specific ideas to support this vision:



I would be willing to (select all that apply):

- Volunteer to make this vision happen
- Pay something more (e.g., fees, taxes) to make this happen

2. Year-round aquatics center: heated, indoor pools for fitness, family fun and swim teams.

- Love this vision – a top priority!
- Not my top priority, but would support it
- Not a priority for me right now

Comments or specific ideas to support this vision:



I would be willing to (select all that apply):

- Volunteer to make this vision happen
- Pay something more (e.g., fees, taxes) to make this happen

(Continue on back)

3. Arts and culture center: a venue for performances, along with exhibit space and art classrooms.

- Love this vision – a top priority!
- Not my top priority, but would support it
- Not a priority for me right now

Comments or specific ideas to support this vision:



I would be willing to (select all that apply):

- Volunteer to make this vision happen
- Pay something more (e.g., fees, taxes) to make this happen

4. Parks, trails, sports fields: more and better parks, plus trails for hiking and biking and play fields for soccer and other sports.

- Love this vision – a top priority!
- Not my top priority, but would support it
- Not a priority for me right now

Comments or specific ideas to support this vision:



I would be willing to (select all that apply):

- Volunteer to make this vision happen
- Pay something more (e.g., fees, taxes) to make this happen

5. Revitalized downtown: more retail and restaurants in the restored historic heart of our city.

- Love this vision – a top priority!
- Not my top priority, but would support it
- Not a priority for me right now

Comments or specific ideas to support this vision:



I would be willing to (select all that apply):

- Volunteer to make this vision happen
- Pay something more (e.g., fees, taxes) to make this happen

6. What best describes you? (Check all that apply)

- Hermiston resident
- Hermiston business owner/operator
- Work in Hermiston/live elsewhere
- Live/work outside Hermiston
- Student

For more information:
Mark Morgan
Hermiston Assistant City Manager
mmorgan@hermiston.or.us
541-567-5521

7. Want to help turn your vision into action? Please provide your name and email:

Name: _____ Email: _____



Tome la encuesta en línea:

<https://es.surveymonkey.com/r/HermistonComunidad>

– O completar la encuesta y volver a:

City Hall, 180 NE 2nd Street, Hermiston, OR 97838

Atención: Habitable Hermiston



Encuesta sobre la Comunidad

Habitable Hermiston es un proceso de visión de toda la comunidad patrocinada por la Ciudad de Hermiston. El objetivo es establecer una hoja de ruta para el futuro con el aporte de los que viven, trabajan y juegan en nuestra comunidad. Cientos de Hermiston residentes, estudiantes, y visitantes han compartido sus ideas sobre lo que hace Hermiston especial:

- Su carácter de pueblo pequeño
- Ciudadanos de bienvenidas
- Localización encrucijada ideal

También, dijeron lo que puede hacer Hermiston mas mejor. Varias posible nuevos visiones de habitabilidad surgido. ¿Cuál de estas posibilidades atela más a usted?

1. Centro Comunitario: Un lugar para actividades de todo el año para los jóvenes y las familias, posiblemente un YMCA o Boys & Girls Club.

- Me encanta esta vision – una prioridad superior!
- No es mi principal prioridad, pero me gustaría apoyarlo
- No es una prioridad para mí en este momento

Los comentarios o ideas específicas para apoyar esta visión:



Yo estaría dispuesto a (seleccione todos que apliquen):

- Voluntario para hacer de esta visión suceda
- Pagar algo más (es decir, impuestos o tasas) para que esta suceda

2. Centro Acuático abierto todo el año: piscinas cubiertas y calentadas para el ejercicio físico, diversión de la familia, y de natación equipos.

- Me encanta esta vision – una prioridad superior!
- No es mi principal prioridad, pero me gustaría apoyarlo
- No es una prioridad para mí en este momento

Los comentarios o ideas específicas para apoyar esta visión:



Yo estaría dispuesto a (seleccione todos que apliquen):

- Voluntario para hacer de esta visión suceda
- Pagar algo más (es decir, impuestos o tasas) para que esta suceda

(Continue on back)

3. Artes y centro de cultura: un lugar para actuaciones, sala de exposiciones y clases de arte.

- Me encanta esta vision – una prioridad superior!
- No es mi principal prioridad, pero me gustaría apoyarlo
- No es una prioridad para mí en este momento



Los comentarios o ideas específicas para apoyar esta visión:

Yo estaría dispuesto a (seleccione todos que apliquen):

- Voluntario para hacer de esta visión suceda
- Pagar algo más (es decir, impuestos o tasas) para que esta suceda

4. Parques, caminos, campos deportivos: más y mejores parques, caminos para caminatas y ciclismo y los campos de juegos al fútbol y otros deportes.

- Me encanta esta vision – una prioridad superior!
- No es mi principal prioridad, pero me gustaría apoyarlo
- No es una prioridad para mí en este momento



Los comentarios o ideas específicas para apoyar esta visión:

Yo estaría dispuesto a (seleccione todos que apliquen):

- Voluntario para hacer de esta visión suceda
- Pagar algo más (es decir, impuestos o tasas) para que esta suceda

5. Centro revitalizado: más venta al detalle y restaurantes en el corazón histórico restaurado de nuestra ciudad.

- Me encanta esta vision – una prioridad superior!
- No es mi principal prioridad, pero me gustaría apoyarlo
- No es una prioridad para mí en este momento



Los comentarios o ideas específicas para apoyar esta visión:

Yo estaría dispuesto a (seleccione todos que apliquen):

- Voluntario para hacer de esta visión suceda
- Pagar algo más (es decir, impuestos o tasas) para que esta suceda

6. ¿Qué te describe mejor? (Marque todo lo que corresponda)

- Residente Hermiston
- Hermiston dueño del negocio / operador
- Trabajo en Hermiston / vivo en otro lugar
- Vivo / trabajo fuera de Hermiston
- Estudiante

Para más información:

Mark Morgan
Asistente Gerente de la Ciudad de Hermiston
mmorgan@hermiston.or.us
541-567-5521

¿Quieres ayudar a convertir su visión en acción? Por favor, proporcione su nombre y correo electrónico:

Nombre: _____ Correo electrónico: _____

HERMISTON

YOU CAN GROW HERE.



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