

City of Coburg Community Visioning Project



July 3, 2017

Table of Contents

Introductory Letter	1
Coburg Community Visioning Project Team	2
Project Timeline	3
Coburg Visioning Process Summary	4
Coburg (20-Year) Community Vision Statement	5
Summary of Community Input and Priorities	6
Coburg Community Summary of Group Priorities.....	16
Concluding Thoughts	20

Appendix

Coburg Visioning Project Contact List.....	22
Project Management Team Meeting and Reporting Schedule	24
Reports to the Coburg City Council.....	25
Coburg Community Profile	46
Branding / Logos / Tag Lines.....	72
Community Input (Detail)	73
Summit I	73
Survey 1	76
Summit II	90
Survey 2	95
Focus Group Reports and Word Clouds	105
Tourism	105
Heritage Committee	107
Youth and Kids Word Clouds	109
Summit III	119



Dear Coburg City Council and Coburg Community Members,

It is with great pleasure that RDI submits this Final Report on the Coburg 20 Year Visioning Project. This report summarizes all aspects of our work as well as detailed community input obtained during the Visioning process. This document is intended to be a valuable resource for future planning and decision-making.

Our work together began in October of 2016 when, through a competitive RFP process, RDI was selected to provide extensive Community Visioning services to the City of Coburg.

Coburg City leadership made a priority of the Visioning process being community-driven, and engaging of a broad representation of community members, to ensure that the 20 Year Vision Statement would reflect extensive community input. Throughout the process, RDI has worked closely with the Coburg community to ensure that these priorities were realized. We worked with the community to customize and deliver a fully collaborative process to create the Community Vision Statement. Through this Visioning process, residents of the City reflected on current and potential opportunities and thought creatively about the future.

The RDI team has very much enjoyed working with the City of Coburg and the Coburg Community. We want to express a special gratitude to the Citizens Advisory Committee and to the City's Project Management Team members who made vital contributions to the process at key points along the way.

It has been a pleasure to facilitate this important community-led effort, and we look forward to additional partnership opportunities in the near future.

Sincerely,



J. Heidi Khokhar
Executive Director
Rural Development Initiatives
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Coburg Community Visioning Project Team

Rural Development Initiatives

Heidi Khokhar, *Project Design Lead*
Lindsay Hill, *Program Implementation Lead*
Jess Hampton, *Program Coordinator*
Mary Bosch, *Economic Vitality Advisor*
Allie Monn, *Research*
Alison Cassin, *Outreach & Engagement*
Catrina Mathewson, *Program Support*

City of Coburg

Anne Heath, *Interim City Administrator*
Jeff Kernen, *Coburg City Planner*
Petra Schuetz, *Former City Administrator*

Citizen Advisory Committee Members

Jerry Behney
Terry Dawson
Patti Gianone
Jen Kelly
Jeff Kernen
Robert Killen
Larry Larson
Joe Morneau
Debbie Stuart
Peggy Wells
Lorrie Zeller

Interested Parties

Sharyl Abbaspour
Lonna Meston,
Bryan McConnell
Patty McConnell
Ray Smith
Michelle Sunia
Sharon Taylor
William Wood



City of Coburg Community Visioning

Project Timeline



Activity	Nov	Dec	Jan	Feb	March	April	May	June	July	
Project Organization and Management	Project Organization →		Project Management →							
Community Research and Assessment	Research →	Build Community Profile	Present Preliminary Community Profile		Present Final Community Profile					
Communication Planning	Planning →		Websites, Social Media, Flyers, Mailers, Posters, Email Blasts →				Taglines, Logos, Branding →			
Community Engagement & Vision Formulation	Community Engagement → Reports		Community Summit #1	Convene Forums	Forum	Visioning → Community Summit #2	Formulate Draft of Vision		Community Summit #3	Finalize Vision
Community Led Action and Vision Endorsement								Community Endorsement →		

Coburg Visioning Process Summary

<p>1. Project Organization and Management (Nov 2016 – Jul 2017)</p> <ul style="list-style-type: none">• Work with Community Teams<ul style="list-style-type: none">○ Project Management Team<ul style="list-style-type: none">▪ Design and Manage all aspects of the Visioning Project▪ Reporting to the City Council○ Community Advisory Committee<ul style="list-style-type: none">▪ Advise, Be Ambassadors for the Project, Support Communications, Provide Feedback and Guidance• Customize Visioning Process• Ongoing Project Management
<p>2. Research and Assessment (Nov 2016 – March 2017)</p> <ul style="list-style-type: none">• Research Existing Plans and Efforts• Create a Community Profile• Prepare a Profile PowerPoint to Present at Summit #2
<p>3. Communication and Planning (Nov 2016 – Dec 2016)</p> <ul style="list-style-type: none">• Communication Tools Development<ul style="list-style-type: none">○ Press Releases / Social Media / Websites (Coburg + RDI)○ Flyers, Mailers, Posters / <i>Our Town</i> posts / Email “Blasts”• Communication Tools Implementation• Planned Community Events• Monthly Report from PMT to Coburg City Council
<p>4. Community Engagement and Vision Formulation (Nov 2016 – Jul 2017)</p> <ul style="list-style-type: none">• Community Surveys<ul style="list-style-type: none">○ Survey 1 (63 Responses) December - January<ul style="list-style-type: none">▪ What do you value and want to see maintained?▪ What needs to be changed?▪ What would you like to work on?○ Survey 2 (57 Responses) February – April 13• Community members in 11 categories<ul style="list-style-type: none">▪ Ranked 9 broad areas of interest▪ Provided additional comments• Community Focus-Groups<ul style="list-style-type: none">○ Seniors / Young Families / Heritage○ Tourism / Youth / Groups Outside Coburg• Community Visioning Summits<ul style="list-style-type: none">○ Kickoff Summit (Jan)○ Visioning Work Summit (Mar)○ Vision Finalization and Action Steps (Jun)• Vision Statement<ul style="list-style-type: none">○ Draft Vision Statements○ CAC and Public Review and Comment○ Final Vision Statement Document
<p>5. Actions Branding and Endorsements (Jan 2017 – Jul 2017)</p> <ul style="list-style-type: none">• Branding Strategy<ul style="list-style-type: none">○ Gather “Tag Line” Suggestions• Identify Community Led Actions<ul style="list-style-type: none">○ Through Surveys and during Summit III• Secure Vision Endorsements<ul style="list-style-type: none">○ Community Leaders / Coburg City Council / Coburg Chamber of Commerce / Coburg Grange / Other Boards and Councils



Coburg (20-Year) Community Vision Statement

The lovely City of Coburg is a safe, historic, neighborly community, whose residents enjoy a slower-paced, small town, quality of life. The charming Main Street, rich agrarian heritage, and vintage homes are celebrated with numerous family-friendly events, gatherings, and festivals. Coburg's bountiful spiritual and rural life generates an atmosphere that is warm and welcoming to all. The community center is home to a library, art gallery, and technology center, and features programs for residents and visitors, old and young. Clear and transparent communication between government, business, and residents, as well as a culture of volunteerism and philanthropy, are at the heart of Coburg's progress.

While Coburg enjoys close proximity to a metropolitan area, it maintains its own resources and services, including responsive and well-equipped fire, police, and public works departments. Residents appreciate the city's beautifully maintained parks, green spaces, and well-lit bike and walking paths, all in the context of a distinguished historic town. Children benefit from high-quality, locally managed schools. In addition, Coburg's clean, well-maintained, treed streets, feature an attractive range of housing options that reflect the city's attention to thoughtful growth and are consistent with its small town appeal.

Coburg's historic downtown showcases beautifully preserved buildings accommodating a diverse and inviting array of locally owned, culturally congruent businesses, including antique shops, restaurants, groceries, and markets. The vibrant economic environment fosters entrepreneurship, generates jobs, and builds on Coburg's prominence as a popular visitor destination and agricultural center. As a unique and welcoming community, Coburg sustains the heart and soul of its rich traditions, while continuously embracing its exciting future.



Coburg Community Visioning Summary of Input and Priorities

Input Source	Priorities (Things We'd Like to Keep)	
Summit 1 "Kick-Off" January 9, 2017	People	Supportive, safe, neighborly community
	Place	Historic, treed, walkability, rural community with proximity to schools and metro area
	Prosperity	Historic District, Social Services, community organizations, food bank
Notes: People: Deep roots, generational connections Place: Rustic casual appeal, slower pace Prosperity: Antique shops, local restaurants, responsive city government		
Summit I	Priorities (Things We'd Like to See)	
	People	Better communication, community celebrations and events, outreach to new citizens
	Place	Improved roads, vital Main Street, community center, greater public safety, library, historic archives, community garden
	Prosperity	More community based businesses, equitable development, affordable housing, medical services
Notes: People: Sports leagues, family based events, youth center Place: Flower baskets, truck bypass, public square, public art, walking paths, animal shelter Prosperity: Market, Credit Union, Farmer's Market, Food Carts, Jobs for teens, Community Foundation		

Survey I	Priorities (Things We'd Like to Keep)	
Dec. 31,2016 – Jan. 19, 2017	People	Education Culture and History Health and Human Services Government Social Networking

Community Assessment	Place	Infrastructure Natural Resources and Environment
	Prosperity	Business and Economy Financial Services
<p>Notes:</p> <p>People: Sense of community, family friendly, community gatherings and events, Good school, Charter School, celebration of history and heritage, senior meals and food pantry, applaud improved city management, fire department, police presence, diverse community, kids involved in the community, music in the park</p> <p>Place: Preserve old houses, vintage charm, consistent small town“ look and feel,” upgraded parks, larger home sites, traditional town layout, residential design standards, transitional uses between residential, industrial, and highway zones, keep houses small, mixture of homes, proximity to I-5 and Eugene / Springfield, trees, tree canopy, green space, connections to farming,</p> <p>Prosperity: Good business / government relations, small locally owned businesses, diverse business community, antique shops</p>		

Survey I	Priorities (Things We’d Like to See)	
	People	Education Culture and History Health and Human Services Government Social Networking
	Place	Infrastructure Natural Resources and Environment
	Prosperity	Business and Economy Financial Services
<p>Notes:</p> <p>People: More interaction between charter school and community, new school building, school for kids younger than five, better orientation and inclusion of new families in the Coburg culture, garden plots and organic gardening classes, consider options for police force including</p>		

contracting with the county, keep water rates affordable, create a newer festival maybe wine and jazz (now that Golden Years is gone), and more community events in general, create a community theatre, Youth Center

Place: Events posted on large signs, walking and running paths, traffic is becoming an issue, near-zero-lot-line houses are a problem, contain growth, improved roads, road repairs, investments in parks, new banners on streetlight poles, competitive cable provider, snow removal, increased police patrols, high-end homes without a balance of mid-priced homes a problem, progressive planning, affordable apartments with working studios to attract artists, transparency about planned sub-divisions, public art, centrally located information station, build Coburg Loop path, more crosswalks, re-route trucks around downtown, reduce speeding in town, avoid fast food franchises, tree maintenance and management, more trees and plants, park with sandbox, a library, update building codes, limit to vehicles and boats on properties, park and recreation district, craft night, mentoring, boys and girls clubs, mini water park

Prosperity: more downtown businesses, improved appearance of businesses, more restaurants, restrict diesel trucks and fumes, art gallery, farmer’s market, grocery store with fresh healthy food, or food coop, lower taxes (water services charges such as water), to support retirees and other residents, attract good businesses to lovely buildings in need of occupants, more relaxed signage restrictions to promote local businesses, local residents support local entrepreneurs, businesses and service providers, central place for local service providers to post services, start certified childcare facility

Survey I	Areas of Expressed Interest for Involvement	
	<ul style="list-style-type: none"> • Visioning Process • Community Service • Heritage Committee • Library Planning • Fitness Opportunities • Bike Trails / Walking Trails • Housing Plans • Public Safety • Park Cleanup • Festival Planning • Main Street Project 	<ul style="list-style-type: none"> • Community Foundation • Economic Development • Convening Community Dialogue • City Planning • Code Development • Food Bank • Local Medical Clinic • Programs for Seniors • Quilt Show • Community Garden • Whatever’s Needed

Summit II Community Visioning Work-Session March 16, 2017	Priorities (Things We'd Like to Keep)	
	People	Community Gatherings, Programs, Events Engage youth in the community Local fire and police departments Charter Schools
	Place	Heritage of a small historic town Natural beauty, trees, tree canopy Old Homes, Vintage Charm Great Public Parks Maintain Design Standards
	Prosperity	Variety of locally owned small businesses Vibrant downtown business district
<p>Notes:</p> <p>People: Independence of services, music in the park, responsible financial management, traditional public schools, year-round activities, diverse population, dedicated city staff, programs for seniors</p> <p>Place: Walkability, walking paths, promote careful growth, keep Coburg safe, clean, and quiet, green space, preserve farmland, bike friendly, upgrade parks, public restrooms, keep housing developments small, keep houses small, restrict large apartment developments</p> <p>Prosperity: Support for local businesses, "Chain Stores" kept to I-5 exit area, gorgeous new retail project, antique shops, local café, more businesses in old buildings</p>		
Summit II	Priorities (Things We'd Like to See)	
	People	Establish a community center Establish Coburg Library More Community Events Kids activities and places for kids to "hang out" Newer Festival Concepts Public art
	Place	Maintain Coburg character with growth Grocery store with healthy food options

		<p>Sidewalk cafes, places for locals to meet</p> <p>Promote mindful growth</p> <p>Park and recreation district</p> <p>Public display of historic archives</p> <p>More mid and low-income housing options</p>
	Prosperity	<p>Create a Farmer’s Market</p> <p>Set up a cooperative art gallery</p>
<p>Notes:</p> <p>People: More community involvement options, community youth center, transparency about proposed subdivisions, explore law enforcement alternatives, better outreach about community events, community garden, tutoring and mentoring for kids, build senior living facility</p> <p>Place: Build Coburg Loop path, Dog Park, reroute trucks around city, more dollars allocated to streets and infrastructure, walking paths with abundant lighting, better traffic management, avoid high-density building, avoid large apartment complexes, keep green space around new homes, mix of high-end and middle-income homes, better freeway signage, downtown flower boxes</p> <p>Prosperity: We need a bank in town, need a farm and feed store, establish art studios to attract artists, pay off city debt, more police visibility,</p>		

<p>Survey II</p> <p>Feb. 13, 2017</p> <p>-</p> <p>May 3, 2017</p> <p>Community Priorities</p>	<p>Top Three Priorities</p> <p>(and percent of respondents listing each category in top three + overall score out of 9 possible points)</p>	
	<p>Infrastructure</p> <p>63% / 6.9</p>	<p>Repave Coburg streets and fix pot holes, Coburg Loop Path, High-speed internet, keep Coburg small, bike/walk paths to the river, bike path to Eugene, park and city property maintenance, specific plan for residential and industrial growth, more parks, improved parks, paved streets, bring developed areas in Urban Growth Boundary first, Infrastructure improvement including repaved roads, recreational facilities for all age groups, high speed communications, address housing issues</p>
	<p>Natural Resources</p> <p>47% / 5.92</p>	<p>Healthy growth of urban forest and green spaces, more open spaces, maintain farmland around city, building plans that promote preservation of older historic trees, stop crop dusting, access to Coburg Hills for hiking, focus on open spaces for community gatherings rather than building houses</p>
	<p>Government</p> <p>40%</p>	<p>Maintain and increase public safety, City policies consistently enforced, consider contracting with county for police, institute noise ordinances as growth proceeds, reduce traffic through downtown, thoughtful development, city codes for private property maintenance, infrastructure planning, more communication</p>

		between city government and citizens, promote stable community and limit growth, include and address legitimate citizen concerns about growth
<p>Notes: A subway by the freeway, storm water treatment, responsible plan for tree management, culturally grounded design standards, public works expansion, codes to limit high density housing, establish and maintain a green belt around Coburg to prevent Eugene from encroaching, maintain Coburg’s independent identity, do not annex Stallings Lane into city, do not rush into Hayden development, establish bike path along Roberts Rd and connecting to Coburg Rd nearer the bridge to increase bike safety, revisit lighting restrictions for industrial district, address Coburg’s feral cat problem by exploring solutions other cities have used, educate public and enforce noise ordinances, careful consideration of location of permitted businesses with residents in mind</p>		

Survey II	Middle Three Priorities (and percent of respondents listing each category in top three + overall score out of 9 possible points)	
	Culture and History 37% / 5.73	Maintain small-town feel as development continues, sustain Coburg’s quality of life, Keep Coburg historical, Protect historic Coburg with solid standards for development, promote volunteerism within the community, community garden, community events and festivals, casual less labor-intensive community gatherings like picnic dinners with games for kids, downtown museum and library, maintain Coburg’s cultural identity, community center, reimagined public space in middle of town, programs to support multi-cultural awareness, preserve historic buildings, establish local art gallery
	Business and Economy 41% / 5.39	Restaurant with healthy choices, lower water rates, industrial park development, networking between community and businesses, robust downtown business environment, more food choices, increase programs for food-insecure residents, more vibrant downtown, new signs coming into town, more diverse businesses, encourage new businesses, no big box businesses in Coburg, need for high quality grocery store, establish Coburg as the top antiques shopping destination, establish farmer’s market, focus on businesses that hire local people first, establish a flea market
	Education 34% / 5.24	A school in Coburg with guaranteed admission of Coburg kids, Activities for kids, Locally controlled schools, grade school accessible by all local residences, well-funded school, adult life-enrichment classes, new school building
<p>Notes: Focus on cleaning up and sprucing up downtown and downtown businesses, build attractions around an expression of Coburg’s historical uniqueness, retain children’s rodeo (from Golden Years), Establish volunteer committee to encourage residents to work together for benefit of all, increase lodging to bring more tourism, establish small local membership gym, establish and promote cultural activities such as community</p>		

theatre, old-time dances, folk dances, line dancing, Establish locally grown food festival, place for middle school kids to gather with pool table, foosball etc. Local vendor market, Historic education, Increase support for financially insecure residents, Coburg children have first choice in attending the Charter School, Promote diversity and orient new residents, Retain slower pace of life in Coburg

Survey II	Bottom Three Priorities (and percent of respondents listing each category in top three + overall score out of 9 possible points)	
	Social Networking 22% / 4.76	Establish community foundation, utilize the Coburg Grange more than currently, fun family-oriented events, more activities for youth and seniors, networking and partnering with schools, nonprofits and businesses
	Health and Human Services 12% / 3.16	Medical clinic, Urgent care clinic, Mobile clinic, Vision and Dental services access, Access to affordable medical services
	Financial Services 7% / 2.45	Attract a bank to Coburg
Notes: Retain small town connections and sense of belonging		

Survey III May 30, 2017 - June 7, 2017 Community Feedback on Draft Vision Statement	Input on Draft Community Vision On a scale of 1-5 with 1 being “not at all” and 5 being “absolutely” please indicate the degree to which you think the above Vision Statement captures your sense of a strongly desirable 20 year future for Coburg?	
	17 Responses	
	47.06%	Absolutely (5)
	41.18%	4
	11.76%	3
	0%	2
0%	Not at All (1)	

Average Score out of Possible 5.0	4.35%	Note: changes were made in the Vision Statement Draft as a result of community feedback obtained in this survey and in further in-depth discussions with the Community Advisory Committee
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Summit III June 14 2017		Visioning Process Evaluation				
Question	Rating	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Community input was used to create the community vision.		9.52%	0%	0%	38.10%	52.38%
The overall visioning process was inclusive, welcoming, and effective.		9.52%	0%	0%	23.81%	66.67%
The vision is inspiring and will help us improve our community.		9.52%	0%	19.05%	33.33%	38.10
The action steps identified will help our community move forward.		9.52%	0%	28.57%	28.57%	33.33%
The Visioning Process was "Time well spent."		9.52%	0%	4.76%	42.86%	42.86%
Additional Comments <ul style="list-style-type: none"> • Thank you for your inspiring leadership and remarkable effort • If there is a bike & hike & fitness group, I will help –Marilyn • Recruit volunteers by email • This will need professional leadership to put the many pieces together in an effective development and promotional effort. • The vision statement doesn't give a sense of forward motion. It does a great job of establishing the feel of the community but no sense of motion on how we are going to accomplish the "vision." 						

- Wish the turn out of the community was stronger/bigger
- Thanks for being instrumental in united movement and conversation that is positive and inclusive.
- City spent money to hire RDI (Lots) They should ensure the Keepers continue
- Not sure what happens next, but I look forward to being involved
- Having some informal (or formal) involvement with the rural areas would be a real position for those of us in the outlying sub divisions. Our mailing address is Eugene, but we'd often participate in the events in Coburg- the quilt shows, fair and, of course, restaurants & shops. Maybe the Coburg News could circulate or be available at the Post Office.
- I would like to provide input on walkability in our city. We desperately need more crosswalks on Willamette St. It is becoming increasingly dangerous to cross that street. I would also suggest traffic calming measures on side streets on the east side of the city, particularly as we begin a new housing development.
- Well organized (good food) excellent mixed group- offering ideas.
- Promote teamwork in the community
- We truly did get a lot of the community together and got them talking. Thank you!

**Coburg Community “Tag Lines”
(Current and Suggested)**

- A Village with Historic Charm
- A Community with Deep Roots
- Our Future Celebrates our Past
- Out of the Ordinary... Not Out of the Way
- Where History has a Future
- In a Golden History...A Shining Future
- Celebrating our Historic Roots and our Vibrant Future
- Like: “Deep Roots”
- Embracing our Past, Building our Future
- Historic Diversified Welcoming Community
- Small and as Mighty as Our Stallion-Coburg
- Key word- “Gateway”
- Golden Community with Deep Roots

Coburg Community “Action Teams” (Formed at Summit III)	
Action Team	“Lead”
<ul style="list-style-type: none"> • Vision-Keepers 	Patti Gianone
<ul style="list-style-type: none"> • Community “Tag Line” 	Robert Killen
<ul style="list-style-type: none"> • Community Events 	Joe Morneau
<ul style="list-style-type: none"> • Farmer’s Market 	Terry Dawson
<ul style="list-style-type: none"> • Economic Development 	Lead to be confirmed

Coburg Community Group Priorities

Group	Priority One	Priority Two	Priority Three	Priority Four
Seniors	Infrastructure	Natural Resources	Business & Economy/Education	Social Networking
Young Families	Infrastructure	Natural Resources	Culture & History	Education
Community Volunteers	Infrastructure	Government	Natural Resources	Social Networking
		Education		
Downtown Business	Infrastructure	Business & Economy	Natural Resources	Government
				Culture & History
Groups Outside Coburg	Education	Business & Economy	Government	Culture & History
I-5 Business Park	Business & Economy	Government	Financial Services	Culture & History

Seniors									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure	✓✓✓ ✓✓✓ ✓	✓							
Natural Resources	✓✓	✓✓	✓✓✓	✓					
Government	✓	✓✓	✓	✓✓✓ ✓					
Culture & History		✓✓		✓✓					
Business & Economy		✓	✓✓✓ ✓✓	✓					
Education		✓✓✓	✓✓✓	✓✓					
Social Networking	✓✓	✓	✓	✓✓					
Health & Human Services			✓	✓					
Financial Services	✓								

Young Families									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure	✓✓✓ ✓✓✓	✓	✓✓✓ ✓						
Natural Resources	✓✓✓	✓✓✓ ✓		✓✓✓ ✓					
Government	✓	✓	✓	✓					
Culture & History	✓	✓✓	✓✓✓ ✓	✓✓					
Business & Economy		✓✓	✓✓	✓✓✓					
Education	✓	✓✓✓	✓✓						
Social Networking	✓			✓✓					
Health & Human Services									
Financial Services				✓					

Community Volunteers									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure	✓✓	✓	✓	✓✓					
Natural Resources	✓	✓✓							
Government	✓✓		✓✓						
Culture & History		✓		✓					
Business & Economy			✓	✓					
Education	✓✓	✓		✓					
Social Networking		✓	✓✓	✓					
Health & Human Services			✓	✓					
Financial Services		✓							

Downtown Business									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure	✓	✓	✓✓	✓					
Natural Resources	✓✓	✓	✓						
Government	✓✓			✓					
Culture & History		✓	✓✓	✓✓					
Business & Economy	✓✓	✓✓	✓						
Education		✓		✓					
Social Networking		✓		✓✓					
Health & Human Services			✓						
Financial Services									

Groups Outside Coburg									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure									
Natural Resources									
Government			✓						
Culture & History				✓					
Business & Economy		✓							
Education	✓								
Social Networking									
Health & Human Services									
Financial Services									

I-5 Business Park									
Category of Priority	1	2	3	4	5	6	7	8	9
Infrastructure	✓								
Natural Resources			✓	✓					
Government	✓✓	✓	✓	✓					
Culture & History		✓		✓					
Business & Economy	✓✓	✓✓	✓						
Education			✓	✓					
Social Networking		✓		✓✓					
Health & Human Services			✓						
Financial Services	✓	✓	✓						

Concluding Thoughts

Much of the community input received during the visioning process speaks for itself. A great number of comments, concerns, and creative ideas were captured during the numerous surveys, focus groups, conversations, and community summits conducted during the process. This report contains both summaries, and detailed records, of this valuable community input.

While the Community Advisory Committee, the City's Project Management Team, and the Coburg community at large, offered extensive contributions and revisions to the various drafts of the Vision Statement, the resultant statement is not, in itself, a complete record of all that was learned, heard, envisioned, or discussed. Obviously, the practicalities of length prohibited the inclusion of everything. Nonetheless, RDI assured those who took the time to contribute their thoughts that all the ideas underlying the Vision Statement would be presented. This report fulfills that promise, and it is hoped that the city's decision-makers will review it, with care, in its entirety.

Some of the key takeaways we'd like to mention are as follows:

- Many Coburg community members participated in the Visioning process and were enthusiastic and supportive of the results.
- Other community members were not as positive about the process and, though they contributed their ideas, were less enthusiastic about the longer-term prospective usefulness of the Vision Statement.
- Some of the ideas expressed by community members reflect deep concerns for specific present conditions and for potential future issues.
- We agree with the perspective, formed throughout the process by community members, that all of the community input deserves to be considered and weighed as city leaders design and execute plans for the city's future.
- While gaining organizational endorsements for the Vision is critically important, Community Advisory Committee members have expressed the need for continuing outreach to include all voices and perspectives as the city moves toward implementing the vision. We concur, and encourage the city to view the Visioning Statement as a place to continue conversations and not as an end in itself.
- Community members were very encouraged that, at the close of the process (Summit III) there was strong support for the formation of action teams and numerous community members stepped up to champion these efforts. We believe that the city should strongly consider following the lead of these motivated individuals in supporting additional efforts to sustain the momentum generated by the visioning process.
- Creative ideas for displaying and distributing the 20 Year Vision Statement can be gathered, considered, and executed to ensure the longer-term



visibility of the statement to the community, those conducting business, and those who visit Coburg.

RDI has very much enjoyed facilitating this community-led process, and we invite you to consider us to be a resource in the future as you move forward in realizing your 20 Year Vision.



Coburg Visioning Contact List

Coburg Community Visioning								Focus Groups
First Name	Last Name	Email	Completed Survey	Kick-Off 1/9/2017	Planning to attend March 17 Event	2nd Summit 3/17/2017	3rd Summit 6/14/2017	Committee
Allison	Page		X					Heritage
Anne	Heath	anne.heath@ci.coburg.or.us				Yes	Yes	
Carol	Lockard	coburgcarol@gmail.com	X	Yes	Yes	Yes	Yes	
Cathy	Engbretson		X					Youth
Claire	Smith	coburgclaire@gmail.com	X	Yes	Yes	Yes		
Craig	Pesti-Strobel	craig_strobel@yahoo.com	X			Yes		
Dan	Claycomb	claycombdan@gmail.com				Yes		Tourism/ Committee
Debbie	Stewart	debbie@stewartcpa.com	X				Yes	Youth
Ginger	Banks		X					Tourism/ City (scrpe) planning
Holly	Claypool	haclaypool@gmail.com	X	Yes	yes	Yes		
Jeanne	Schapper	jeanne.schapper@gmail.com	X	Yes	Yes	Yes		
Jen	Kelley	j.kelley@coburgcharter.org		Yes	Yes		Yes	
Katie	Brushell		X					
Patti	Gianone	pgianone@live.com		Yes	Yes		Yes	
Patty	McConnell	pattym@olddominioncollision.com	X			Yes		
Paul	Williams		X					
Petra	Schuetz	petra.schuetz@ci.coburg.or.us		Yes	Yes	Yes		
Ray	Smith	mayor@ci.coburg.or.us	X	Yes	Yes	Yes	Yes	
Robert	Killen	robert.Killen@gmail.com	X	Yes	Yes	Yes	Yes	
Sosie	Thompson		X					
Teresa	Rhoads	tjrhoads37@gmail.com			Yes			
Terry	Dawson	terry@countrysidefellowship.or					Yes	
Kay	McGuire	kmcguire4244@gmail.com					Yes	
Grace & Winston	Kysea	needles2nails@msn.com					Yes	
Steven	Wilhite	slworegon@aol.com					Yes	
Richard	Mosier	m7mhome@msn.com					Yes	
James	Barber	james@sixelre.com					Yes	
Amber	Lippert	camas.swale.farm@gmail.com					Yes	
Lee	Kersten	leekersten65@gmail.com					Yes	
Heather	Buch	heatherbuch@me.com					Yes	
Nancy	Wilhite	nancywilhite@live.com					Yes	
Andy	Voborn	andy@eugene Cascades coast.org				Yes		
Angie	Korol		X					
Brittany	Waters	brittanywaters1@gmail.com				Yes		
Janel	McPherson	m344ej@gmail.com				Yes		Downtown Business / Tourism
Janet	Nelson	jln345@msn.com	X	Yes	Yes		Yes	
Jeff	Kernen	jeff.kernen@ci.coburg.or.us		Yes	Yes	Yes		
Jerry	Behney		X					
Jill	Carter		X					
Jim	Broughton		X					

City of Coburg Community Visioning Project

Joanne	Luckey		X					
Joe	Morneau	cnh_iron@yahoo.com		Yes	Yes	Yes	Yes	
Kim	Roe		X					
Kim	Thompson	kim.thompson@co.lane.or.us				Yes		
Larry	Larsen	larry.larsen@ci.coburg.or.us			Yes	Yes		
Leah	Claypool	leahclaypool@gmail.com	X	Yes	Yes	Yes		
Leslie	Belsher	lesliebel@SBCGLOBAL.net				Yes		
Linda	Egbert	legbert1@msn.com				Yes		
Litiza	Varney					Yes		
Lorrie	Zeller	lorriez@uoregon.edu	X	Yes	Yes		Yes	
Michael	Watson		X					
Michelle	Healey		X					
Mike and Robin	Marx		X					
Nanci	McKibben		X					
Natalie	Inouur	natalie@travellanecounty.org					Yes	0
Richard	Hughes	hughes97405@gmail.com						
Shanon	Taylor	dive99@aol.com				Yes		
Todd	Waters	tjwaters3@gmail.com				Yes		
Tony	Varney	73trawsam@gmail.com				Yes		
Will	Lewis	w.lewis@coburgcharter.org				Yes		
Marilyn	Flick	flick7956@msn.com					Yes	
Larry	Flick	flick8051@outlook.com					Yes	
Russ	Hayworth	russ@haywortheastatewines.com					Yes	
Keely	Hayworth	keely@heywortheastatewines.com					Yes	
Jason	Rydquist	heinrick@gmail.com					Yes	
Gary	Danner	gdanner@jajent.com					Yes	
Charlie & Lisa	Kimball	kimball.c.j@gmail.com					Yes	
Frank	Walker						Yes	
Sharon	Walker						Yes	

Coburg Visioning Project Management Team Meeting and Reporting Schedule

Month 2016 - 2017	Proposed PMT Meeting Dates	Report Due Date (By Noon)	City Council Meets 2nd Tuesdays	Committees Meet 3rd Tues 3rd Weds
November	Oct 21	Oct 31st	8th	15 th & 16th
December	Thur Dec 1 10:00 Eugene	Dec 5th	13th	20 th & 21st
January	Wed Dec 28 10:00 Coburg	Jan 2nd	10th	17 th & 18th
February	Wed Feb 1 10:00 Coburg	Feb 3rd	14th	21 st & 22nd
March	Wed Mar 1 10:00 Coburg	Mar 6th	14th	21 st & 22nd
April	Wed Mar 22 10:00 Coburg	Apr 3rd	11th	18 th & 19th
May	Wed Apr 26 10:00 Coburg	May 1st	9th	16 th & 17th
June	Thur May 25 10:00 Coburg	Jun 5th	13th	20 th & 21st
July	Wed Jun 28 10:00 Coburg	Jul 3rd	11th	18 th & 19th

Coburg Community Visioning Progress Report

June 29, 2017

The Coburg Visioning Project Management Team (PMT) held its regularly scheduled meeting on June 28th. Present were Lindsay Hill from RDI, Anne Heath and Patti Gianone from Coburg. Jenn Clemo, of RDI, had planned to attend but was unable due to illness. The meeting focused on a review of Community Visioning Summit III, the proposed adoption of the 20 Year Community Vision Statement by the Coburg City Council at their July 11th meeting, RDI’s final Vision Project report to be submitted July 3rd, the potential for scoping and funding of Vision implementation work to take advantage of current interest and momentum, the potential to connect Coburg leadership with other communities implementing Visions, and a proposed evaluation (by Survey Monkey), of the Visioning project. This meeting concluded the work of the PMT. RDI wishes to express its gratitude to Coburg’s Project Management Team members for their guidance and engagement throughout the visioning process.

Agenda		
Coburg Project Management Team Meeting		
June 28, 2017 / 10:00 – 11:00/ Coburg City Hall + Phone-Ins		
Topic	Timeslot	Lead(s)
Top-of-Mind <ul style="list-style-type: none"> • Any topics that need to be put on the table at the start of our meeting 	10:00 – 10:10	Anne Heath Lindsay Hill
Review of Community Visioning Summit III	10:10 – 10:15	Anne Heath Lindsay Hill
Discuss Submission of Vision Statement for Adoption by the Coburg City Council at its July 11th Meeting	10:15 – 10:20	Lindsay Hill Anne Heath
Review Contents of Final Community Visioning Report to be Submitted to Anne Heath by July 3rd Report Contents <ul style="list-style-type: none"> • Introductory Letter • Project Team (PMT / CAC / Interested Parties) • Project Timeline • Process Summary • Community Vision Statement • Summary of Community Input • Concluding Thoughts Appendix <ul style="list-style-type: none"> • Coburg Visioning Project Contact List • PMT Schedule • Reports to the Coburg City Council • Coburg Community Profile • Branding / Logos / Tag Lines (needs some rewriting) • Community Input (Detail) <ul style="list-style-type: none"> ○ Summit I ○ Survey 1 	10:20 – 10:30	Lindsay Hill

<ul style="list-style-type: none"> ○ Summit II ○ Survey 2 ○ Focus Group Reports and Word Clouds <ul style="list-style-type: none"> ▪ Tourism ▪ Heritage Committee ▪ Youth and Kids ▪ Word Clouds ○ Summit III 		
<ul style="list-style-type: none"> • Discuss potential scope and funding for continued work on organizing and implementing first steps by community-led groups to implement the Coburg Vision 	10:30 – 10:45	Lindsay Hill Jennifer Clemo
Other Topics <ul style="list-style-type: none"> • Any other topics the PMT wishes to discuss 	10:45– 10:55	Anne Heath Lindsay Hill
Conclude the work of the PMT and celebrate its success!	10:55 – 11:00	Anne Heath Lindsay Hill

Top of Mind

- It was noted that Coburg was not selected for a RARE (Intern) and has been placed on a waiting list with further information to come after July 4th. This may impact funding needs for implementation work for the Community Vision.

Review of Community Visioning Summit III

- Overall, the consensus was that Summit III was great! There was strong turnout and thoughtful, energetic the people worked together in the room.
- One concern expressed by Anne and Patti, was that the participants may have been split into too many specialized project-groups rather than focusing of the essential priority of establishing a Community Vision-Keepers group. It was proposed that Anne and Patti convene the action-group leads to form the Vision Keepers group as a “Hub” for all Vision implementation efforts. RDI’s records of the group leads, though not complete, were as follows:

Coburg Community “Action Teams” (Formed at Summit III)	
Action Team	“Lead”
• Vision-Keepers	Patti Gianone
• Community “Tag Line”	Robert Killen
• Community Events	Joe Morneau
• Farmer’s Market	Terry Dawson
• Economic Development	Lead to be confirmed

Vision Statement Adoption by City Council (July 11th)

- The final version of the Vision Statement (with a few changes related to agriculture suggested at Community Summit III), was approved by the CAC and the PMT. It reads as follows:

The lovely City of Coburg is a safe, historic, neighborly community, whose residents enjoy a slower-paced, small town, quality of life. The charming Main Street, rich agrarian heritage and vintage homes are celebrated with numerous family-friendly events, gatherings, and festivals. Coburg's bountiful spiritual and rural life generates an atmosphere that is warm and welcoming to all. The community center is home to a library, art gallery, technology center, and features programs for residents and visitors, old and young. Clear and transparent communication between government, business and residents, as well as a culture of volunteerism and philanthropy, are at the heart of Coburg's progress.

While Coburg enjoys close proximity to a metropolitan area, it maintains its own resources and services including responsive and well-equipped fire, police, and public works departments. Residents appreciate the city's beautifully maintained parks, green spaces, and well-lit bike and walking paths, all in the context of a distinguished historic town. Children benefit from high quality, locally managed schools. In addition, Coburg's clean, well-maintained, treed streets, feature an attractive range of housing options that reflect the city's attention to thoughtful growth and are consistent with its small town appeal.

Coburg's historic downtown showcases beautifully preserved buildings accommodating a diverse and inviting array of locally owned, culturally congruent businesses, including antique shops, restaurants, groceries and markets. The vibrant economic environment fosters entrepreneurship, generates jobs, and builds on Coburg's prominence as a popular visitor destination and agricultural center. As a unique and welcoming community, Coburg sustains the heart and soul of its rich traditions, while continuously embracing its exciting future.

- The adoption of the Community Vision Statement by the Coburg City Council was discussed and it was proposed that the statement be adopted by resolution at the July 11th Council meeting.

Coburg Visioning Report

- The final Visioning Project report is currently in formulation at RDI. The PMT reviewed its proposed contents and these were approved. The team also approved the inclusion of all community survey input provided that anonymity was preserved.



- The Visioning Project report will be emailed (as a PDF) to Anne Heath and CAC members by noon Monday July 3rd.
- 3 Hard Copies of the report will be delivered to City Hall by Friday July 7th.

Discussion of Scoping and Funding of Future Vision Implementation Work

- The PMT's planned discussion concerning scoping and potential funding for the Coburg community's efforts to initiate implementation of the Vision had to be postponed due to the illness of Jennifer Clemo, RDI's Development Manager. Lindsay Hill will see that this conversation is rescheduled on Jennifer's return to work.
- A discussion was conducted concerning connecting Coburg leadership with another community engaged in implementing a Community Vision (focused on an introduction in Illinois Valley). Lindsay Hill will make facilitate this introduction.

Visioning Project Evaluation

- RDI will be distributing an evaluation survey (via Survey Monkey) to CAC Members, Anne Heath, Jeff Kernen (PMT), and Mayor Smith, on or around July 12th (after each has had time to review the Visioning Project report). There will be a deadline set (July 31st) for completion of the evaluation survey.

Expression of Thanks

- On behalf of RDI and its Executive Director, Heidi Khokhar, Lindsay Hill expressed thanks for the PMT's work and also for the dedicated efforts of the CAC throughout the Visioning project.



Coburg Community Visioning Progress Report

May 31, 2017

The Coburg Visioning Project Management Team (PMT) held its regularly scheduled meeting on May 25th. The meeting included departing PMT member Petra Schuetz, who has been a tremendous leadership resource to the project, Anne Heath, who has contributed immediate enthusiasm and value as Petra’s replacement, Jeff Kernen, who has been an engaged CAC member, Heidi Khokhar, RDI’s Executive Director, and Lindsay Hill, also of RDI. The meeting focused on the leadership transition, a review of the Vision drafting schedule submitted by RDI and adopted by the Community Advisory Committee (CAC), a discussion of methods for retrieving community feedback on the Vision Draft, and marketing and program design for the third Community Visioning Summit taking place on June 14th from 5:30 – 8:30 at Coburg City Hall. The current working draft of the Vision Statement is included below. This draft is subject to public comment (now ongoing), and to further revisions by the CAC and other stakeholders.

Summary of Topics May
<p>Top-of-Mind</p> <ul style="list-style-type: none"> • Thanking Petra Schuetz, and welcoming Anne Heath to the PMT • Any topics that need to be put on the table at the start of our meeting
<p>Visioning Project Review and Updates</p> <p>Community Vision Drafting Schedule</p> <ul style="list-style-type: none"> • May 17th First Working Draft Vision Statement Sent to CAC • May 19th – 26th Feedback from CAC on First Draft • May 29th – Second Working Draft Completed (revised to reflect CAC input) and sent to CAC prior to public posting • May 30th - June 7th Public Comment Period (posted with Survey Monkey on social media + email invitations to comment) • June 5th – Updated draft submitted for inclusion in June 13th City Council Meeting • June 9th – Final Working Draft Completed (revised to reflect public input) and submitted to CAC • June 9th – 13th – RDI and CAC will seek community endorsements of the Final Working Draft • June 14th Third Community Summit with unveiling of Final Working Draft • July 3rd Final Community Vision Statement (and accompanying reports) submitted for inclusion in the July 11th City Council Meeting • July 11th – City Council considers the Community Vision Statement for "endorsement" or "adoption" <p>Feedback</p> <ul style="list-style-type: none"> • Community Advisory Committee (CAC) • Project Management Team (PMT)

<ul style="list-style-type: none">• Chamber• Public Comment <p>Branding and Endorsements</p> <ul style="list-style-type: none">• Logo Review / Identified Trends / Possible “Tag Line”
<p>Community Work-Session III June 14th 5:30 – 8:30</p> <p>Community Outreach and Recruitment</p> <ul style="list-style-type: none">• Our Town• Postcard Mass Mailer / EDMS• Posters• Email “Blast”• Websites (Coburg / RDI)• Social Media• Other <p>Program Design</p> <ul style="list-style-type: none">• Project Objectives• Community Profile Highlights• Process Highlights• Community Input (Highlights and Trends from surveys, summits, focus-groups)• Vision Statement Unveiling• Comment Process / Tables• Endorsements (we will be working with the CAC, the Chamber and others to generate potential endorsements for the Vision Statement)• Tag Line: Options• Action-Steps / How to keep the vision alive and move it forward• Ideas for Public Display of Vision Statement• Celebrate
<p>Other Topics</p> <ul style="list-style-type: none">• Discussion of potential resources and strategies to move the Visioning Project forward following the conclusion of the current work. This could include the formation of a Vision-Keepers Leadership Group• Mayor Smith, and Chamber Leadership (Robert Killen and Terry Dawson), will be asked to send emails inviting public comment on the Vision Statement Draft and encouraging residents to attend the June 14th Visioning Summit.
<p>Next steps for the PMT</p> <ul style="list-style-type: none">• Align efforts, define roles, timelines, and assign tasks• Next PMT Meeting June 28th 10:00am at Coburg

As of the date of this report, the public comment period (May 30 – June 7th) remains open. For the City Council’s information, the Coburg Vision Statement approved for the comment period by the CAC, The Chamber, and other stakeholders is as follows:

The lovely City of Coburg is a safe, historic, neighborly community, whose residents enjoy a slower-paced, small town, quality of life. The charming Main Street, rich agricultural heritage and vintage homes are celebrated with numerous family-friendly events, gatherings, and festivals. The spiritual life of the community fosters an atmosphere that is welcoming to all. The community center is home to a library, art gallery, technology center, and programs for residents old and young. Clear and respectful communication between government, business and residents, as well as a culture of volunteerism and philanthropy are at the heart of making all of this happen.

While Coburg enjoys close proximity to a metropolitan area, it maintains its own resources and services including responsive and well-equipped fire, police, and public works departments. Residents appreciate the city's beautifully maintained parks, treed streets, green spaces, and well-lit bike and walking paths, all in the context of a distinguished historic town. Children benefit from proximity to high quality, locally managed schools, and Coburg's clean, well-maintained streets, feature an attractive range of housing options that reflect the city's attention to thoughtful growth.

Coburg's historic downtown showcases beautifully preserved buildings accommodating a diverse and inviting array of locally owned, culturally congruent businesses, including antique stores, restaurants, grocery stores and markets. The vibrant economic environment fosters entrepreneurship, generates jobs, and builds on Coburg's prominence as a popular visitor destination. As a unique and welcoming community, Coburg sustains the heart and soul of its rich traditions, while continuously embracing its exciting future.

The City Council's input on, and support of, the Visioning Project, is greatly appreciated by the PMT.

The next PMT meeting is scheduled for 10:00am Wednesday, June 28th at Coburg City Hall.

Coburg Community Visioning Progress Report

April 28, 2017

The Coburg Visioning Project Management Team (PMT) held its regularly scheduled meeting on April 26th, and noted good progress across all areas of the project. The PMT reviewed each of the five key project components and, even realizing the need for various adjustments and shifts in emphasis, concurred that the Coburg Visioning Project is on track.

Project Component	Status	Notes
1. Project Organization and Management (Nov 2016 – Jul 2017) <ul style="list-style-type: none"> • Work with Community Teams (CAC / PMT) • Customize Visioning Process • Ongoing Project Management 	<p>Ongoing</p> <p>Complete</p> <p>Ongoing</p>	<p>The composition of the PMT will be shifting with staffing changes at both Coburg and RDI.</p> <p>RDI will work to more deeply engage the CAC during the critical Vision-Formulation phase now being initiated</p>
2. Research and Assessment (Nov 2016 – March 2017) <ul style="list-style-type: none"> • Research Existing Plans and Efforts • Create a Community Profile • Prepare PowerPoint Presented at Summit #2 	<p>Complete</p> <p>Complete</p> <p>Complete</p>	<p>The project continues to interface with ongoing work and the community profile will be utilized as a foundation for Vision Formulation</p>
3. Communication and Planning (Nov 2016 – Dec 2016) <ul style="list-style-type: none"> • Communication Tools Development • Communication Tools Implementation • Planned Community Events • Monthly Report to City Council 	<p>Complete</p> <p>Ongoing</p> <p>Complete</p> <p>Ongoing</p>	<p>Communications methods and platforms (from web to mailers) have been continuously refined and are deemed to be running well</p>
4. Community Engagement and Vision Formulation (Nov 2016 – Jul 2017) <ul style="list-style-type: none"> • Community Surveys • Community Focus-Groups • Community Visioning Summits <ul style="list-style-type: none"> ○ Kickoff Summit (Jan) ○ Visioning Work Summit (Mar) ○ Vision Finalization and Actions (Jun) • Final Vision Statement Document 	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Scheduled</p>	<p>The community surveys have been exceptionally well received with 59 responses to the first survey and 57 (so far) to the second. The second survey closes May 3rd. RDI is also formulating the input from Community Summit II and the work of the focus groups.</p>
5. Actions Branding and Endorsements (Jan 2017 – Jul 2017) <ul style="list-style-type: none"> • Branding Strategy • Identify Community Led Actions • Secure Vision Endorsements 	<p>Now</p> <p>Being</p> <p>Planned</p> <p>and</p> <p>Getting</p> <p>Underway</p>	<p>These aspects of the project are just getting underway. The city has indicated that branding strategies may draw on work conducted by Travel Lane County and Lane Council of Governments (LCOG). The CAC will be engaged in assisting with design and execution of an endorsements strategy.</p>

Additional Meeting Notes

- Petra Schuetz is departing from the City of Coburg and it is anticipated that she will be replaced on the PMT by Anne Heath.
- Jess Hampton is departing from RDI and, as her parts of the project are nearing completion, Lindsay Hill and Heidi Khokhar (along with appropriate support staff) will continue to manage and implement the project from the RDI side.
- Survey II closes on Wed May 3rd with a final email “blast” to be sent by Friday April 28th to continue to encourage participation.
- Vigorous data analysis of the various community input will be conducted by Lindsay Hill and the RDI team to surface trends and identify community priorities.
- RDI, through the direct involvement of Lindsay Hill, will proactively address any previously expressed concerns about outreach and engagement with the CAC.
- CAC engagement in the Vision Statement drafting process will be critical and will be coordinated by Lindsay Hill
- The CAC will also be working with Lindsay to determine the best ways to gather community feedback on the draft Vision Statement prior to the third Community “Summit.”
- A CAC meeting is now scheduled for Thursday May 4th 12:30 – 1:30 at Coburg City Hall. Jess Hampton will facilitate and Lindsay Hill will phone-in.
- The third community “Summit” is schedule for Wednesday June 14th from 5:30 – 8:30 at Coburg City Hall. This meeting will focus on unveiling the Coburg 20 Year Vision, and working to brainstorm some potential shorter-term action-steps toward its realization.
- RDI and Coburg will explore sending out postcard invitations to the Summit (last week of May) to the community (as was done for “Summit” II).
- RDI, the CAC, and the City, will begin exploring the branding component of the project. The Project Management Team will explore the potential for a “branding” conversation with LCOG and Travel Lane County to learn from their experience and generate ideas.
- As the Vision drafting process proceeds, the PMT, along with the CAC will be enrolling the community in generating endorsements for the Vision Statement from Business, Community, Political, and other Coburg leaders.
- The PMT will also work with the CAC to determine options for public distribution and display of the Vision Statement.
- It is anticipated that the City Council will be given the opportunity to “adopt” the Vision Statement at its July 11th meeting.

The next PMT meeting is scheduled for 10:00am Wednesday, May 31st at Coburg City Hall.



Coburg Community Visioning Progress Report

March 23, 2017

The Coburg Visioning Project Management Team (PMT) held its regularly scheduled meeting on March 22nd and noted good attendance and positive feedback concerning the second Community Work-Session which took place the evening of March 16th at Coburg City Hall. This work-session constituted an important step forward for the visioning project. Key features of the evening included:

- Presentation of a community profile prepared by RDI. This profile generated considerable interest and served as a basis for the work of the evening. A question arose concerning the date of the employment data and this is being addressed by RDI.
- The PowerPoint slideshow of the profile will be made available on both the Coburg and RDI websites. Also, work-session attendees, who left contact information, will be sent the profile presentation by email.
- A summary of the input from the first community survey was presented as well as some preliminary input from the numerous focus-groups.
- A very preliminary Coburg Vision draft was presented as a template for table work conducted by the participants and facilitated by the RDI team.
- Worksheets, based on survey input were utilized, by participants, to set community priorities.
- Report-outs were conducted and all worksheets were collected for use in future iterations of the Vision.

The work of the PMT has now shifted to the following project priorities:

- Scheduled closing of the second community survey set for April 29th. This new closing date reflects coordination with Robert Killen and the Coburg Conversations meeting scheduled for April 22nd.
- Completion of remaining focus group meetings between now and mid-April
- Tabulation of survey, focus group and work-session input.
- Drafting of a working version of the Coburg Vision to be distributed for comment to the CAC and, subsequently, to the community at large for feedback.
- Scheduling of the third community work-session prior to the end of the school year (June 16th). This scheduling will be conducted in coordination with the LCOG meeting to be held in mid to late May. The PMT is currently working on dates for the work-session.
- Work session III goals will be set and processes designed with input from the CAC.

The next PMT meeting is scheduled for April 26th at 10:00am at Coburg City Hall.



Coburg Community Visioning Progress Report

March 2, 2016

The Project Management Team (PMT) held its regularly scheduled meeting on March 1st and very good progress in the Community Visioning process was reported. The PMT members have been in consistent communication with the Community Advisory Committee as well as with community members at large. Very good progress has been made as preparations are underway for the Second Community Working Meeting scheduled for March 16th (5:30 – 8:30), at Coburg City Hall. Key interim accomplishments and topics of for PMT discussion are summarized below.

- The main deliverable of the PMT meeting was to compose a draft agenda for the upcoming Community Work Session in March. The agenda drafted during the meeting is as follows:

Draft Agenda March 1, 2017		
Coburg Community Visioning Meeting II March 16, 2017 5:30pm – 8:30pm Coburg City Hall		
Activity	Time-Slot	Lead
Welcome	5:30 – 5:35	Mayor Smith to be invited
Introduction (Outline of goals and activities for the evening)	5:35 – 5:45	Heidi Khokhar / RDI Team
Coburg Community Profile	5:45 – 6:15	Mary Bosch
Profile Q&A and Discussion	6:15 – 6:25	Mary Bosch
Interactive Summary of Input from Community Surveys and Focus Groups	6:25 – 6:55	Jess Hampton / RDI Team
Break	6:55 – 7:05	
Presentation of Working Draft of Vision Statement (drawn from community input)	7:05 – 7:20	RDI Team
Facilitated Visioning Work (groups working at tables) Including Report-Out	7:20 – 8:10	RDI Team
Summary and Identification of Next-Steps in Visioning Process	8:10 – 8:20	Heidi Khokhar / RDI Team

- Project Updates
 - Community Profile: it is anticipated that the Coburg Community Profile will be completed during the first 10 days of March, and its presentation format will support the Visioning table-work to be conducted at the Community Work Session by community members.
 - The first community survey resulted in a final response count of over 60 community members. This is an exceptionally strong response and provides a very positive indicator of community interest and engagement in the visioning process. The information received through the surveys is being formatted for presentation to the community at the March Community Work Session, and will be utilized in table-work during the session.
 - The second community survey has been made available. This survey is more in depth than the first, and will take respondents additional time and focus to complete. Some concern has been expressed that this survey may be overly cumbersome to complete by hand. It was proposed, and is being considered, whether laptop(s) could be made available at the work session for those wishing to complete the survey at that time. The second survey will remain open after the second Community Work Session as it is anticipated that the work session will inspire additional responses.
 - Community Focus Groups (Seniors, Latino, Agricultural Businesses, Youth, Young Families, CORE Businesses Downtown, Tourism, Committee Groups: Heritage, etc., Industrial Park Businesses on Coburg's Edge, Groups Outside Coburg), have been, and are currently being, conducted. It is anticipated that the Focus Group work will be completed, on schedule, during the first 10 days of March. The information gathered during these key community engagements will be formatted and presented at the Second Community Work Session.
 - Project marketing efforts have continued with postcards being bulk-mailed directly by RDI (inviting participation in the second survey and attendance at the March Work Session), and posters are being printed for display at local businesses. In addition, both the City of Coburg and RDI continue to use social media to publicize the process and its events. An article in *Our Town* by Mayor Smith also highlighted the Visioning process. Significantly, the Community Advisory Committee (CAC) has also been working to engage community members in the process.
 - Jess Hampton (RDI) met with LCOG representatives to ensure coordination between their currently ongoing information gathering process and the Coburg Visioning. Timelines and information from stakeholders will be shared between the project teams to strengthen

both processes. Team members of both efforts will also attend community meetings held by each. This effort reflects the City's and the CAC's priority to leverage other ongoing efforts in service to Coburg's Visioning process.

- The PMT will continue to work closely with CAC to confirm the final agenda for the second Community Work Session and to recruit attendees to the event.
- The Third Community Visioning Meeting will be scheduled in early late May or early June.
- The next PMT meeting is scheduled for March 22nd at 10:00am at Coburg City Hall

Coburg Community Visioning Progress Report

February 1, 2016

The Project Management Team (PMT) has been in consistent communication and made good progress as reported at its February 1st meeting, and summarized below.

- The project kickoff took place at City Hall on the evening of January 9th and the key goal of convening strongly-interested Coburg community members was met. Community feedback to this meeting has been positive.
- Project Updates
 - Community Profile: work continues as RDI builds on the initial presentation at the January Kick-Off. Additional detail will be added by March 1st for inclusion in the final profile presentation at the March 16th gathering
 - The first community survey has met with a robust response, with over 50 respondents. RDI will close this survey on February 1st and will launch a second, more in-depth, survey during February
 - Community Focus Groups (Seniors, Latino, Agricultural Businesses, Youth, Young Families, CORE Businesses Downtown, Tourism, Committee Groups: Heritage, etc., Industrial Park Businesses on Coburg's Edge, Groups Outside Coburg), are being scheduled. Initial meetings and any needed follow-ups will be conducted in February and concluding in early March. The PMT brainstormed additional potential participants and RDI will follow-up on these
 - Project marketing efforts will include the addition of an independent mailer (postcard) coming directly from RDI to announce the upcoming, March 16th, Community Visioning Meeting. The PMT is identifying a mass-mailing option for distribution of these postcards. Petra will also include a paragraph in the City's annual letter to businesses describing the visioning project and encouraging participation. Other marketing efforts including Web, CAC and City Council outreach will continue as previously described



- The PMT will be working closely with the Community Advisory Committee (CAC) to design the Community Visioning Work-Session scheduled for the evening of March 16th. The focus will remain on community-drive processes and priorities. An initial outline of the work-session is as follows:
 - Program Design (The CAC will make final design decisions, concerning the community-input portions of the program, based on options generated through work with the RDI team)
 - Goals for the Evening
 - Report findings from Research, Community Profile, Surveys and Focus Groups
 - Conduct facilitated real-time work-sessions with community members to gain visioning input
 - Program Components
 - Community Profile
 - Survey and Focus Group Input Summaries
 - Draft Vision Statement
 - Facilitated Visioning Work (with those present)
 - Other (to be determined in consultation with CAC)
- The next PMT meeting is scheduled for March 1st at 10:00am at Coburg City Hall.

Coburg Community Visioning Progress Report

December 30, 2016

The Project Management Team (PMT) has been in consistent communication and made good progress as reported at its December 28th meeting, and summarized below.

- The project kickoff has been scheduled for January 9th from 5:30 – 8:30 pm and will be held at City Hall.
- The design for kickoff evening is well underway, with an initial outline having been constructed and reviewed by the PMT. The design emphasizes community engagement and enrollment.
- Posters have been created for the event and will be distributed to businesses
- Flyers have been created and will be distributed through “Our Town” mailings.
- Additional communication channels have been identified and will be utilized to attract community members to the kickoff and will also be presented at the January kickoff to ensure continuing community involvement in the visioning process.
- Web-pages for the Visioning Project have been designed and will go “live” on both the City and RDI websites early in the New Year.
- Jess Hampton of RDI has met with the Community Advisory Committee (CAC) and received guidance on the kickoff and on prospective focus groups for gathering community input. She has also met with Robert Killen at The Chamber, and attended a planning commission meeting.



- Prospective focused groups were identified by the CAC are as follows:
 - Seniors
 - Hispanic
 - Agricultural Business (owners)
 - Youth
 - Young Families
 - CORE Businesses Downtown
 - Tourism
 - Committee Groups (Heritage, etc.)
 - Groups Outside Coburg
- The community survey has been finalized, including a version in Spanish, and will be distributed early in the New Year
- An initial, basic, community profile is in progress and will be presented at the January kickoff (with a more detailed profile scheduled for presentation at the second community meeting (now scheduled for the evening of Thursday, March 16th).
- The PMT’s next scheduled meeting is set for Wednesday, February 1st.

Coburg Community Visioning Progress Report

December 1, 2016

Agenda		
Coburg Project Management Team Meeting		
December 1, 2016 / 10:00 – 11:00/ RDI Offices		
Topic	Timeslot	Lead(s)
CAC Initial Meeting (To be held in December) <ul style="list-style-type: none"> • Update • Next Steps 	10:00 – 10:05	Jess Hampton
Community “Focus Groups” (Potentially including: Youth, Tourism, Main Street, Young Families, Latinos, Those living outside of Coburg) <ul style="list-style-type: none"> • Update • Next Steps 	10:05 – 10:20	Jess Hampton
Project “Kick-off” (Scheduled for January 9 th) <ul style="list-style-type: none"> • Update • Next Steps 	10:20 – 10:30	Jess Hampton
Community Survey (Proposed to be distributed early December) <ul style="list-style-type: none"> • Update • Next Steps 	10:30 – 10:35	Jess Hampton

<p>Community Profile (Research is in progress now)</p> <ul style="list-style-type: none"> • Update • Next Steps 	10:35 – 10:45	Allie Monn Lindsay Hill
<p>Project Pages for Websites (Discussion of page on RDI and Coburg websites. Defining needed information and timeline)</p> <ul style="list-style-type: none"> • Update • Next Steps 	10:45 – 10:55	Alison Cassin Lindsay Hill
<p>Next steps for the PMT (Align efforts, define,timelines, and assign tasks)</p>	10:55 – 11:00	Petra Schuetz Heidi Khokhar Jess Hampton Lindsay Hill

PMT Report for Coburg City Council /December 5, 2016

The following outlines the status and next steps of the Coburg Visioning Project as reviewed by the Project Management Committee (PMT) at its monthly meeting conducted on December 1st . Present were all PMT members: Petra Shuetz, and Heidi Khokhar, Jess Hampton, and Lindsay Hill (by phone). Also Allie Monn (Community Profile), and Alison Cassin (Web & Marketing), attended to provide specific insights on specialized components of the project.

Community Advisory Committee (CAC)

Update:

- Initial meeting of the CAC will be held at City Hall on either December 13th or 14th (a poll has been distributed to committee members to finalize the date)

Next Steps:

- The agenda for the initial meeting is in process toward completion
- Continue to have conversations to enroll residents in the process
- Work with the CAC to enhance community outreach and recruitment for the visioning kick-off and the community survey

Community “Focus Groups”

Update:

- Numerous potential focus groups are being considered including: Youth, Tourism, Main Street, Heritage Committee, Young Families, Latinos, and other groups within Coburg. Also, a voice, but not a vote, should be given to those living outside of Coburg including Coburg Hill, Coburg Bottom-Loop, and Coburg Crossing. Businesses in the Industrial Park may also be considered in a focus group format

Next Steps:

- Consult with the CAC at the initial meeting to identify and finalize focus groups

- Connect early to the Coburg Chamber to integrate Main Street and other business-based efforts into the visioning process
- Connect with Jen Kelly to begin engaging youth in the process

Project “Kick-Off”

Update:

- The date for the “Kick-Off” has been set for January 9th 5:30pm – 8:30pm

Next Steps:

- Identify and confirm the venue for the kick-off event (City Hall / Fire District / School)
- Invite Sheri Stuart of Oregon Main Street to the kick-off

Community Survey

Update:

- Jess Hampton, of RDI, distributed the draft survey (on November 30th) to the CAC for comment and finalization
- Survey to be distributed to stakeholders in early December

Next Steps:

- Petra to provide as many Coburg (and outlying area) resident email addresses as possible for survey distribution
- RDI will conduct the outreach including to employers to encourage community participation
- Paper copies of the survey will be made available (probably at the Library)
- Work with the schools (especially Sheldon and Coburg Community Charter) to include survey information in the “Friday Packets”
- Plan a way to “loop back” to stakeholders following the survey

Community Profile

Update:

- Outline of profile is in progress
- Information currently being analyzed includes
 - City documents
 - Demographic Data
 - News Articles

Next Steps:

- Create spreadsheet of contacts (RDI with Assistance from Petra)
- Include information from “Coburg Conversations”
- Information yet to be analyzed includes
 - School Data
 - Employment data
 - Document summary
 - Contact OSU Rural Community Explorer
 - Real Estate data

- Contact real estate and development professionals
- Urbanization Study and Economic Development Plan to be sent to RDI by Petra
- Conduct trend analysis of demographics for the last 20 years in 5 year increments

Project Pages for Websites / Other “Marketing” of the Project

Update:

- Website and marketing plans and initiatives are in progress

Next Steps:

- Marketing
 - Logo, Banners, Signs – Bigger is better!
 - Press Release
 - FB Event Page / Community group
 - Announcement on RDI Website
- Website
 - Outline
 - Header
 - Process
 - Link
 - How to get involved and/or contact form
 - Language needed to draft for website
 - Use RDI response to RFP for initial draft language
 - Create FB event
 - need banner
 - share through RDI
 - Draft Posters – need approval
- Create Coburg FB group or community page
- Create database of contacts – code people – recruitment – involvement level

Project Management Team

- Next PMT Meeting is scheduled for Wednesday, December 28th 10:00am at Coburg City Hall



Coburg Visioning Initial Project Planning Meeting

October 21, 2016

2:00 – 4:00

The purpose of this preliminary project-planning meeting was to discuss key topics, define early-stage tasks and roles, and come to agreement on any final contract details. Petra Schuetz represented Coburg and Heidi Khokhar, Jess Hampton and Lindsay Hill represented Rural Development Initiatives (RDI).

Meeting Notes

City Council Meetings Schedules

The City Council meets on the second Tuesday of each month.

Committee meetings are held on the third Tuesday and third Wednesday each month.

Timing of the January “Kick-Off”

Subject to City Council approval, the Kick-Off will be held on the evening of Monday, January 16th from 5:30pm – 8:30pm.

Timing of City Council Retreat

The proposed new date for the City Council Retreat is Saturday, January 21st

Note: The purpose of the retreat is to set goals for the coming fiscal year (beginning in July 2017). RDI will prepare a report of findings to-date including results and feedback from the Kick-Off.

Project Management Team (PMT)

The Project Management Team will consist of Petra Schuetz, Heidi Khokhar, Jess Hampton, and Lindsay Hill, with additional City of Coburg and RDI staff to be included as needed. The bulk of the team’s work will be conducted virtually with face-to-face meetings convened as needed. Lindsay Hill (of RDI), will work with Petra and Jess to schedule a series of regular project check-ins.

Citizens Advisory Committee (CAC)

The Coburg Main Street Steering Committee (MSSC) will be at the forefront of the visioning process with the CAC also including members of other City Committees as well as Jeff Kernan and Larry Larson for a total initial CAC membership of 15 – 18 individuals. During initial meetings RDI will define the role and duties of CAC leads and the CAC will determine how best to select (volunteers or vote) the leads. Petra will provide a CAC “draft slate” to Jess Hampton by email.

Focus Groups

In addition to the core business, tourism, historical and committee-based focus groups, there will be initiatives to convene additional focus groups including:

- Youth focus group (with the assistance of Jen Kelly, Community and Youth Coordinator / Coburg Charter School, including youth from Middle & High Schools and those who have been through the Ford Institute Leadership Program.
- Young Family focus group comprised of newer, younger Coburg families
- Latino focus group to be convened through the schools and to be conducted by bilingual RDI staff
- Focus Groups of area residents not living inside Coburg proper.
 - These could include Pioneer Valley Estates / Coburg Bottom Loop and other areas
 - Families working in agriculture who have farms in the Coburg vicinity

Note: in the case of focus groups comprised of non-residents of Coburg, the purpose is informational and the guiding idea is that “a voice is not a vote.”

Jess Hampton will work with the CAC (and the PMT), to determine goals and deliverables of the focus groups.

Communications

RDI designs and develops the “look,” “feel,” content and messaging. The goal is to generate fresh perspectives on communications planning. In service to this goal, RDI will bring Chris Lyman, or Alison Cassin (of our Outreach & Engagement Department) to the next meeting to listen, learn and contribute. Petra and the city leadership (represented on the CAC), will assist by plugging RDI into existing networks. The water bill goes out on the 10th and Petra needs info (up to 3 pages), on the 9th for inclusion. Lane Council of Governments (LCOG), also has a mailing list for other outreach efforts.

Community Assessment

The RDI team will use previously successful assessment templates and work with the PMT and the CAC to refine the components and the approach.

Coordination of Visioning Project with other Ongoing Efforts

The RDI team will coordinate with various entities and organizations (many of which are named in the contract), with existing efforts in Coburg area. The project will be designed to add to existing traction and to include proactive groups and individuals as RDI and the CAC pursue the community engagement component of the project.

Community Survey

The community survey will be initiated in November. RDI will customize existing rural community survey templates in discussion with the PMT and CAC.

Connecting to Previous Planning Efforts

RDI received flip-chart notes of community input from the Coburg Conversations project (which the RDI team will formulate and include in the final document). This project, initiated by the mayor two years ago, was led by Robert Killen (who will be on the CAC). The project also maintains a facebook page which the RDI team will review. The RDI team will also review the Master Plans posted on the City of Coburg website (including the Urbanization Study) which speak to economic potential and contain an analysis of regional economic needs.

Venues for Forums and Community “Summits”

A number of potential venues were discussed including the City Council assembly room (75 capacity), the fire station, the grange, and the Odd Fellows space. These will be explored further for size, layout, and cost (if any).

Project Progress Reports

The RDI team will provide formal, bullet-based, project status reports on a monthly basis, as directed by the city. These reports will indicate progress relative to stated goals and timelines. These reports will be submitted by noon on the “first Monday before the second Tuesday” of each month. The reports will also include summaries of focus groups, including number of attendees, and key takeaways. For the sake of transparency and content-relevance, these summaries will also be included in the appendix of the final visioning document.

Final Product of the Visioning Project

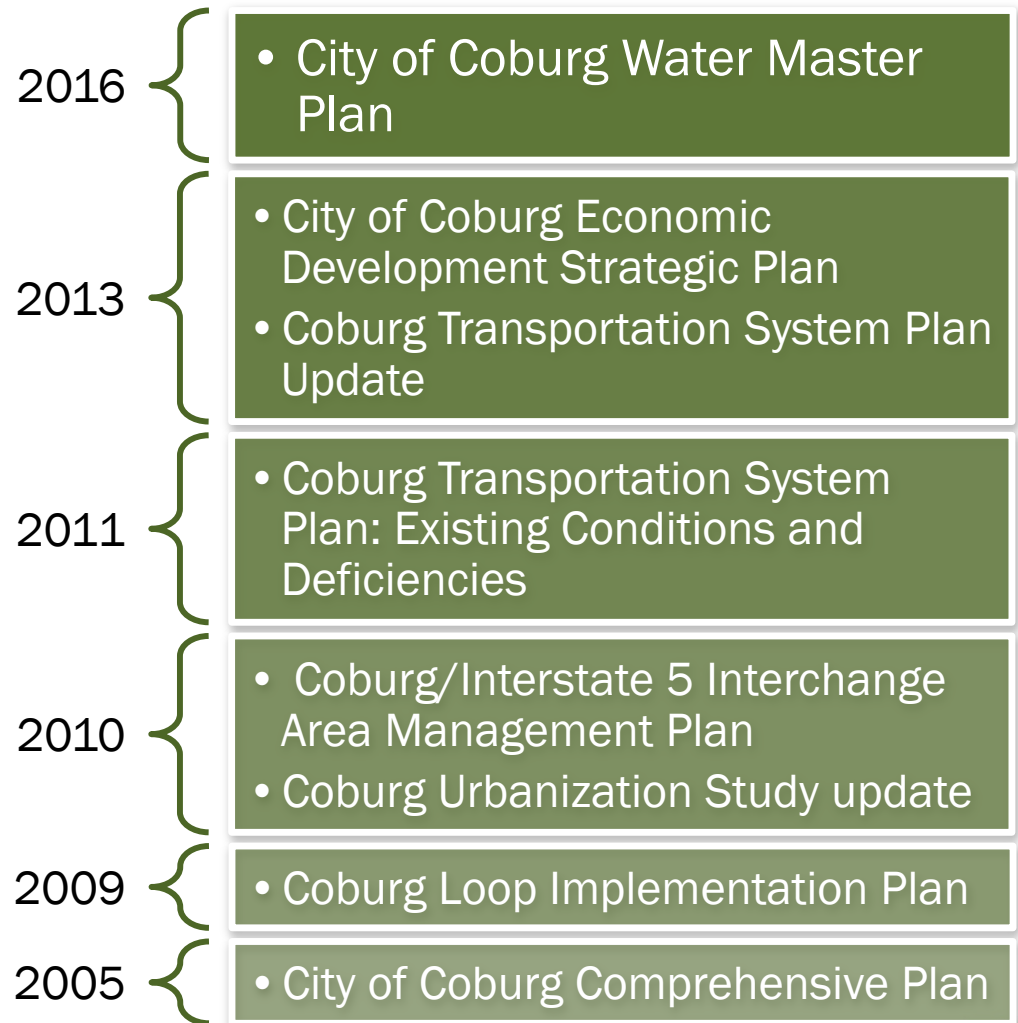
Additions were made to the initial components of the project document(s) including the vision statement itself, community endorsements, and, if it emerges from the process, a City of Coburg “Tag-line.”



Community Profile



Plans and Strategies to Build On



Coburg Community Conversations

(April 2016)

Nature

“I love the trees and the peacefulness. Being able to walk from my house to the local businesses is wonderful.”

Safety

“There is never any need to worry about danger.”

Small Town

“Has its own charm, small community feel, safety, while still close to bigger towns and options when needed.”

Friendly

“I love that you can’t go anywhere without seeing someone you know. Also if you’re in trouble and need some help someone will come help you.”

Events and Places

“All the events Coburg hosts, the future, history, culture, art/ skills of the community.”

Other

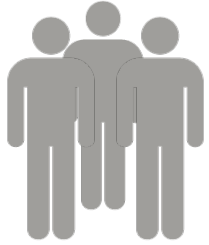
“The many volunteers and incredible sense of community make Coburg very unique.”

People



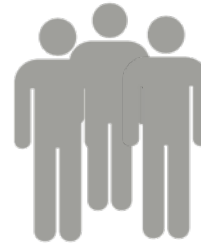
Coburg as a Community of People

Coburg: By the Numbers



1,070

Estimated 2016
Population



1,035

2010 Census
Population



44.9

Median Age



\$52,679

median income



94.6%
with HS
diploma or
higher



18 Minutes
Average Commute
to Work

Age (2015)



Under 18 years: 23.0%

18–34 years: 15.1%

35–64 years: 50.6%

65 and Over: 11.4%

Race (2015)

85.6%

White

6.6%

Hispanic or Latino

2.4%

Black or African American

0.3%

American Indian or Alaska Native

0.0%

Native Hawaiian or Pacific Islander

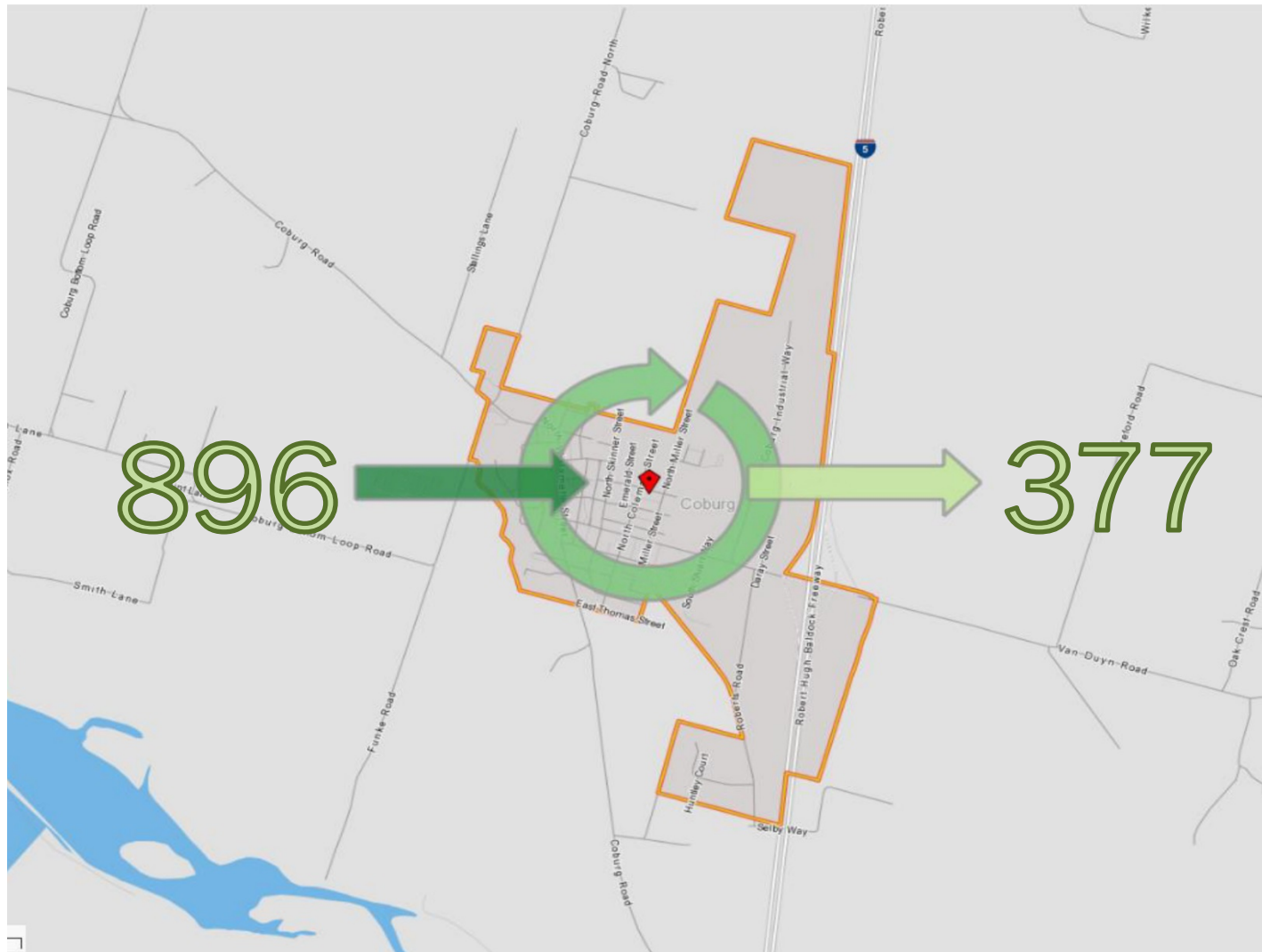
1.8%

Asian

3.4%

Two or More Races

City of Coburg: Commuting In/Out



Place



Coburg as a Place with Built and Natural Attributes

Welcome to Coburg!

Listed on the National Register of Historic Places in 1986

Antiques District is home to many find antique shops

Home of the Coburg Antique & Vintage Fair every September

The Coburg Quilt Show features over two hundred hand-stitched quilts.

Two hundred model cars come to town during the Coburg Car Classic.



Coburg Schools

Coburg Community Charter School

- Located in Coburg
- Enrollment: 222
- 95.0% Regular Attendance
- 2 Languages Spoken

Gilham Elementary

- Located in North Eugene
- Enrollment: 554
- 85.7% Regular Attendance
- 10 Languages Spoken

Cal Young Middle School

- Located in North Eugene
- Total Enrollment: 511
- 88.1% Regular Attendance
- 11 Languages Spoken

Sheldon High School

- Located in North Eugene
- Enrollment: 1,434
- 78.0% Regular Attendance
- 16 Languages Spoken

Housing Within City Limits (2015)

472

- Housing Units

455

- Occupied Housing Units

68.1%

- Owner Occupied

31.9%

- Renter Occupied

3.6%

- Vacant

1978

- Median Year Structure Built



Housing Market



Buyer Profiles: *driven by place*

- 1. Want Acreage
- 2. Want to be near school, town, etc.
- 3. Drawn in by Coburg's historic atmosphere and want to live in an older home inside the city limits



Last Three Years

- 42 Sales of single family homes
- Median Price: \$277,500
- Almost 2/3 of sales over \$200,000

Infrastructure

Parks and Open Space

Five designated park or open space areas totaling 25.8 acres

Public Transit

One fixed-bus route

Traffic

Roadways and intersections have crash rates well below statewide averages

Bike and Pedestrian

Lack of sidewalks and bike lanes.

The 'other' place – pit stop.

Over
1000
Customers
Per Day!



Coburg Historic District

- Formed in 1986
- The district dates back to 1875
- KEY contributor to sense of place and visitor interest



Prosperity



Coburg as a Generator of Prosperity

Employment is at all time high!



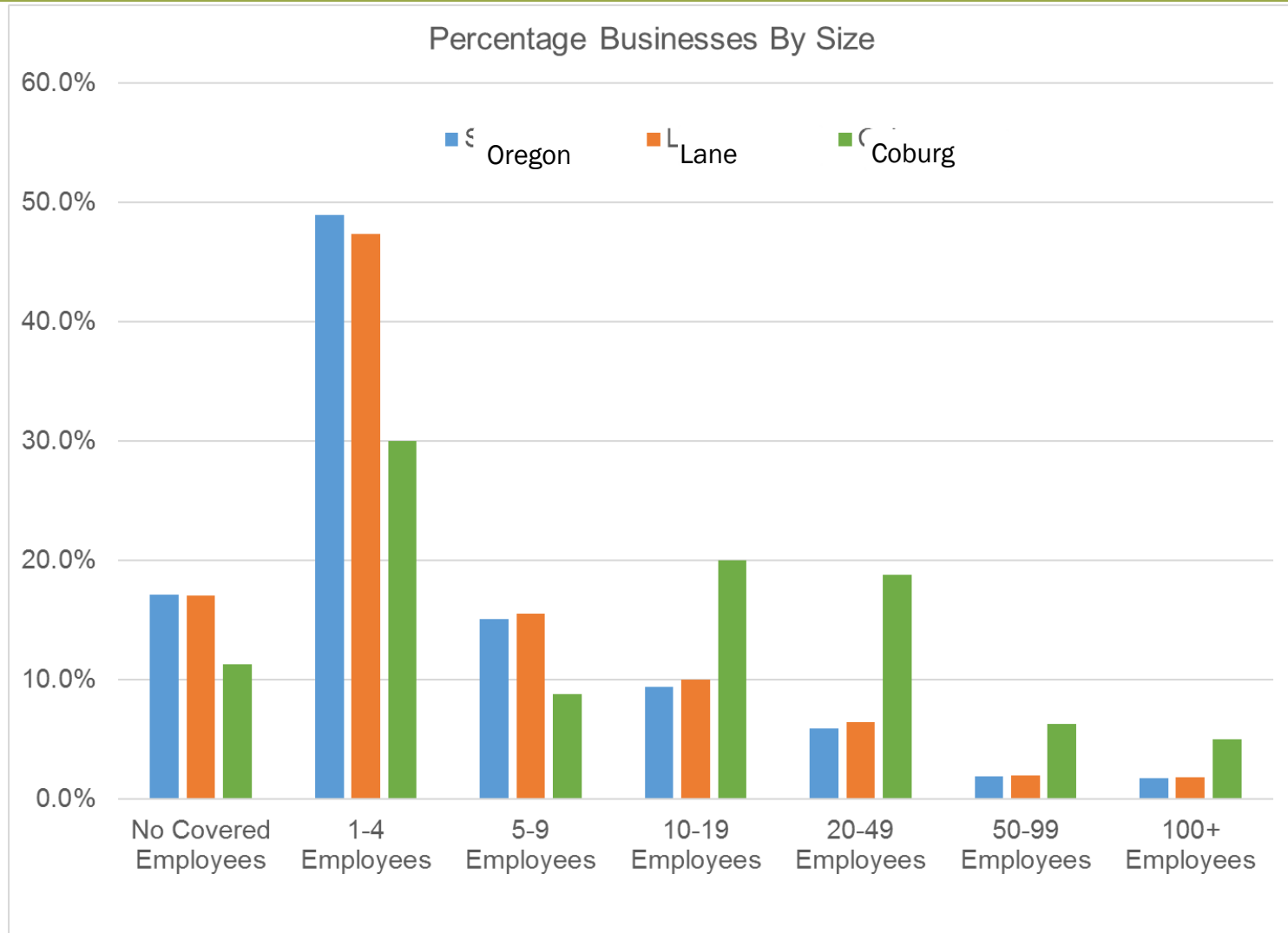
Unemployment Rate (Jan 2017)

- City of Coburg 3.8%
- Lane County 4.4%
- State of Oregon 4.3%

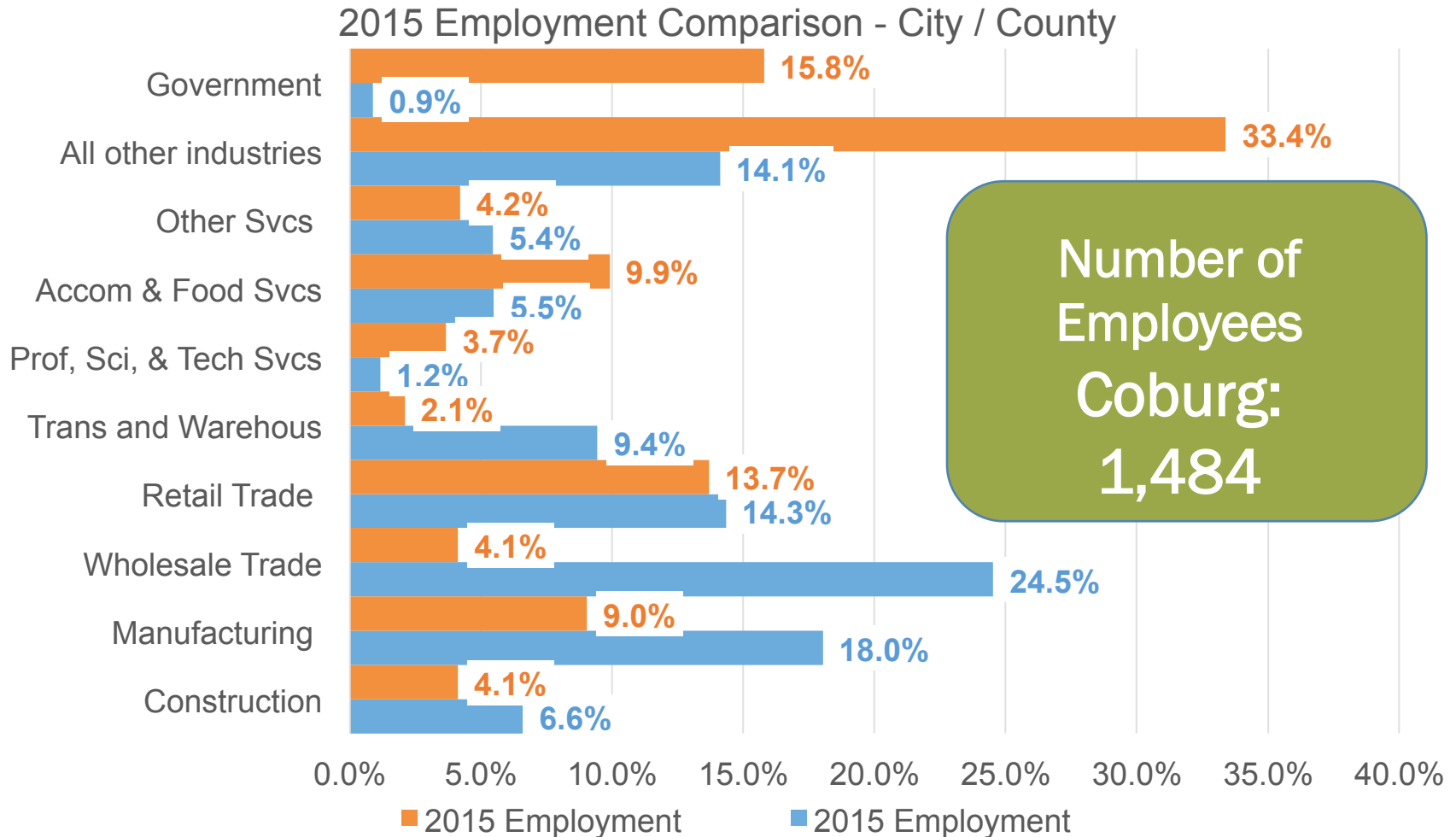
- 9.4% of residents are Self-Employed



Business by Size



What sectors are the Jobs?



Major Employers: diversity!

Apel
Extrusions Inc.

Camping
World RV

Carry-On
Trailer Inc.

Coburg
Community
Charter School

Cummings Inc.

Dari-Mart

*East West Tea
Company**

Marathon
Coach Inc.

Mill Log

*Pacific
Headwear Inc.*

Pape
Kenworth

Premier RV

Rears
Manufacturing

Serenity Lane

Triad
Machinery Inc.

Umbrella
Properties

*Springfield

Income

Average Annual
Wage

Coburg

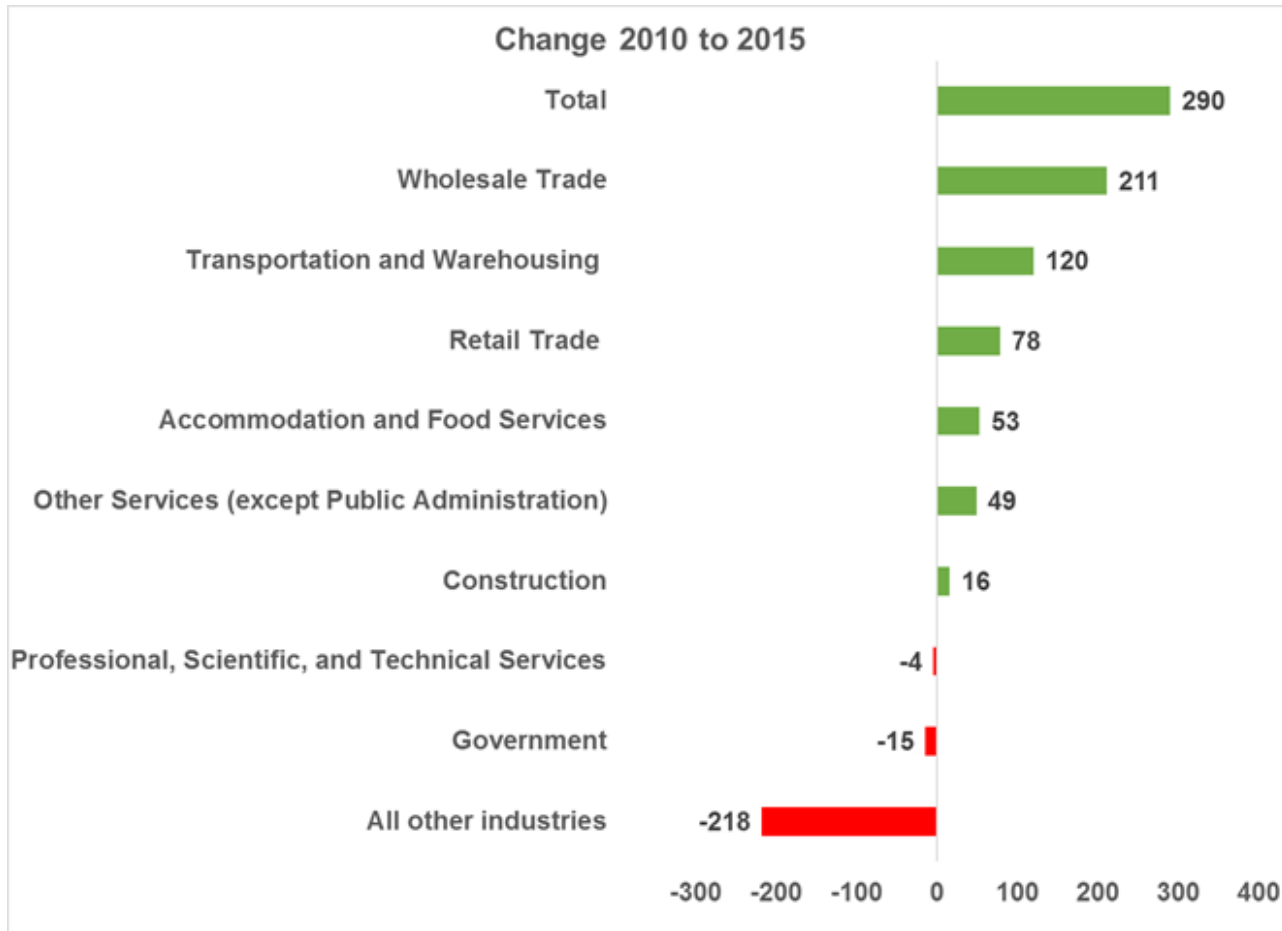
- \$45,179

Lane County

- \$34,909



Industry Expansion



Room to grow!

Prime Industrial Land = 14 ac



Community Economic Development Resources

City of Coburg

Coburg
Chamber of
Commerce

Rural
Development
Initiatives

Lane Co.
Community
& ED
Department

Business
Oregon

S. Willamette
ED Corp.

Travel Lane
County

Lane Council
of
Governments
(LCOG)

Willamette
SCORE

Rural USDA

Ford Family
Foundation

NEDCO and
Community
Lending Works

Key Takeaways

- Young family town
- Small but somewhat typical - #202 of Oregon's 375
- Jobs outnumber residents – a rare situation
- Diversified economy – sustainable; supporting City!
- You are *Not* a bedroom community
- Highly unique sense of place- history, beauty, quiet

Coburg Logo/Branding Research

Coburg Logos: Fire, Police, City, Chamber, Grange



The following photos are of the Historic Coburg sign, the police department, a police car, and the header from Our Town (Coburg's newsletter) which use similar imagery of the illustration of the community with the hills in the background.



The Coburg Antique and Vintage Fair web page (<http://coburgchamber.com/fair/>) has a tagline that says "Out of the Ordinary... Not Out of the Way."

The Chamber website has the following taglines/phrases:

- Our Future Celebrates Our Past
- A Village with Historic Charm
- A Community with Deep Roots

Community Visioning Summit I “Kick-Off” Flip-Chart Notes

People

1. What do you value about living in Coburg?
 - Supportive (2 checks)
 - Neighborly (2 checks)
 - Knowledge of past (one check)
 - Appreciative
 - Safety
 - Being known
 - Kind
 - Generational
 - Deep roots
 - People are “out and about”
 - Easy to get to know your neighbors
 - A lot in common

2. What do you think needs to be changed (or improved)?
 - Communication amongst people
 - Let go of past grievances
 - Plan for outreach to new citizens (city/community) (one check)
 - Community bonding celebrations (one check)
 - Sports leagues / family base events
 - More integration

3. What would you like to work on/get involved?
 - Community Center (2 checks)
 - Music festival (2 checks)
 - Neighborhood/business sports tournament (1 check)
 - Art classes/continuing ed (1 check)
 - Story Corp (historical record process)
 - Walking group
 - Coffee talk

Prosperity

1. What do you value about living in Coburg?
 - Food Bank



- Social Services / net
 - Community organizations (grange/ 100 F etc)
 - Historic District
 - Antique shops
 - Bronco Saloon – Chiefs – Coburg Pizza
 - Responsive City government
2. What do you think needs to be changed (or improved)?
- Equitable development
 - Variety (one check)
 - More munity based business
 - Market (one check)
 - Credit union
 - Farmers market (one check)
 - Encourage food carts
 - Jobs for teens (one check)
 - Medical services (mobile or clinic)
 - Affordable housing
 - Library & archives for our historical documents
3. What would you like to work on / get involved?
- Community Foundation (one check)
 - Museum (one check)
 - Community events
 - Economic development (one check)
 - “planning” long-range equity
 - Teen jobs (w/ hours earlier and later)
 - Festivals
 - Farmers market
 - Artisan cheese crafts
 - Arts

Place

1. What do you value about living in Coburg?
- Rural Feeling
 - Proximity to metro
 - Walkable community (check)
 - Scenery
 - Rustic/casual appeal
 - Historic
 - Good “neighbor” hoods



- Feels slower, pace
 - Trees
 - School is close
 - Safe
2. What do you think needs to be changed/improved?
- Roads
 - Vital active main street
 - Carmel CA
 - Historic archives / library (3 checks)
 - Trees & landscape
 - Flower baskets
 - Truck bypass
 - Public safety (2 checks)
 - Patrol presence
 - Website for Coburg Police
 - Move 40 mph zone further out Coburg rd.
 - Central Space
 - Community center (3 checks)
 - Public square
 - Visibility/safety (one check)
 - Public art (one check)
3. What would you like to work on/get involved in?
- Community center (one check)
 - Library (2 checks)
 - History archives (2 checks)
 - Walking paths maintained (2 checks)
 - Mobile gardens
 - Youth center / senior/community (one check)
 - Public art
 - Animal shelter
 - Community garden (3 checks)



Coburg Survey One Transcript of Responses

What do you value about living here and want to see maintained?

People

- Education (including schools, skills and youth development, also opportunities for continuous learning by adults)
 - good school
 - I would love the Charter school to remain open and accept all Coburg children.
 - charter school
 - The Charter School seems to be significant
 - great school
 - Public charter school
 - When we lived in Coburg, our daughter went to the CCCS.
- Culture and History (including values, historical perspectives, traditions, arts)
 - Historic significance and sense of community
 - Preserve the old houses!
 - Historic District
 - Old homes,
 - It had a small town feel which I would have liked to keep too late
 - Relatively consistent 'look and feel' of a small, historic town
 - Our celebration of history. Our independence from Eugene.
 - It's heritage
 - Historical nature of community Small town feel, charm, values regardless of population size (we do not need to be 1000 people to feel the closeness) Community rather than competition Service and commitment rather than criticism and lip-service Eclectic warmth
- Health and Human Services (including availability and quality of healthcare and other human services)
 - food pantry
 - Senior Meals & Food- Pantry
- Governmental (including public safety, public services, master planning, transparency, community input, policy, inclusivity, and responsiveness)
 - city seem to be better managed these days
 - Fire Department
 - Pride in a small town identity; manage the city's finances so that steady improvements can be made.
 - Small Town Atmosphere Good Business/Govt Relations
 - Value police presence



- Coburg Rural Fire District - Caring City staff
- Public safety
- Efficient city government and dedicated staff
- Social: Networking and collaboration between interested parties within Coburg. Partnerships with schools, non-governmental organizations, volunteers, public agencies and the business community. Processes and places for community collaboration and deliberation and established ways to get involved / Diversity, Equity and Inclusion / Explicit and sustainable Connections to surrounding communities and regional and urban connections
 - People taking pride in their town and supporting the many community events.
 - Small community, safe and quiet
 - The rural life style
 - Sense of community. Small town with an identity that I think could be improved upon to find what our identity really is. Proximity to Eugene for certain things but having our own resources too. My neighbors!
 - A smaller, local feel. Small enough for people to know a fair amount of their neighbors, but large enough to provide services and support for local businesses.
 - quiet community gatherings (golden years)
 - Peacefulness, people friendly
 - small town People
 - Small town friendliness where people know one another
 - Community events and activities
 - I like how its a nice quiet town without all the busyness of a city.
 - Small, quiet town, walkable, community events.
 - Vintage charm and small population
 - Small town feel, great people
 - Small town, family friendly, great park. Quite and safe.
 - Small town
 - People are friendly, was safe and now it is not. It had a feel of a small town but now it is gone.
 - neighborly, cares, somewhat of clean, trying to improve community
 - diverse population, community programs and events
 - Sense of community with neighbors helping neighbors. Safe place to raise families.
 - Knowing my neighbors. Feeling safe and comfortable. Knowledge that my neighbors will help me when I'm in need
 - Community's ability to come together around a purpose. Connectedness
 - kids involved in community
 - Small town feeling, sense of community, knowing my neighbors.
 - Small town feel. Community involvement.
 - Varies activities throughout the year



- I value feeling safe, knowing my neighbors and community members and living in a small community that I can be proud of
- The people in the community. It really is like an extended family with everyone willing to help in times of need. It's also comforting to be able to walk around town with your children and be able to catch up with friends you haven't seen in a while knowing you won't be hit by a car.
- Know many people
- Family friendly, cozy neighborhoods, walking friendly streets
- Love the Music in the park!! More please! Love all the events and activities!

Place

- Infrastructure: housing (diverse and affordable), buildings (new and historic), neighborhoods, transportation, parks, gathering places, planning and land use, communication and technology, accessible amenities
 - Walkable, park/playground
 - I used to enjoy living here but with this sewer project completed with complete disregard for the people of Coburg I want to leave.
 - We love the small town community. We enjoy the quiet and quaint vibe. We love the upgrade to the park!
 - Walking areas that are managed and maintained.
 - Larger home sites that avoids the feeling of crowding.
 - Walkable Community
 - Small town feel. Friendly. Parks
 - Peacefulness, Safety, parks,
 - Easily walkable accessibility
 - Nice public parks
 - Peaceful and quiet- keep the bars out/drunks. Clean and well kept.
 - Traditional town layout with square blocks of short length. It promotes walking and biking, and helps people feel connected to their neighborhood (instead of long curvy streets common in subdivisions).
 - Residential design standards that help maintain historic charm, like garages set back from front façade.
 - Promote transitional uses between residential and Industrial and Highway Commercial zones.
 - Lot of houses being built I wish they would keep them small but they're not.
 - Small community that isn't afraid to grow carefully.
 - Small town feel is valued
 - Its small town... Pollyanna look and feel
 - small-town feel, near a bigger city
 - The small town, everyone-knows-everyone, few fences separating homes, feel.
 - Close proximity to I-5 and Eugene/Springfield



- Walkable community
- Rural feeling
- Small town, Nice park.
- Mixture of homes, friendly neighbors, antique shops, Nanas Cafe', TREES, park, public restroom, bike friendly. Small community with small housing developments
- That everything is close together
- Natural Resources and Environment (as a quality of life asset /as an economic resource / as a recreational resource
 - Trees
 - Small town, safe distance from the city to lend the feel of a country town. Driving through farm land from Eugene to Coburg lends one the feeling of living in the country (yet you are really just 3 miles from the city)
 - Natural Beauty...Trees
 - The immediate connection to farming and the land is wonderful
 - I like the trees and the grass,
 - The small town feel and being close to a bigger city.
 - Close to all services
 - Canopy trees - they do require maintenance but greatly enhance town's beauty, and shade in hot summer months.
 - Rural setting
 - Trees
 - Peaceful, quiet and beautiful, I would like to see all farmland in and outside Coburg stay instead of turning into housing developments
 - Green space
 - Coburg is friendly, small and accessible, charming, close to the city and close to the country. It can be a great place to shop and a quiet respite from city life.
 - Healthy environment
 - We liked the local park, the walkability of the town.
 - It is in the country so it isn't too busy, peaceful

Prosperity

- Business and Economy (local businesses, Main Street, jobs and meaningful employment, welcoming business environment, diversity of economy economic growth)
 - A nice balance of business and home sites. I can get to mom and pop businesses walking a 4-block radius and have all my needs met: ice cream, burgers, pizza, soup, and still shop in some very nice antique shops and gift stores. Keeping the "chain" feel at the I-5 exit area is much appreciated.



- I would like to get some successful business in the older buildings on the main road.
- DariMart... Workers are great!
- antique shops
- Locally-owned and run businesses
- Businesses such as Johnson Brothers Nursery, Chiefs, Bronco Saloon, Coburg Pizza, Reflections Salon, the antique shops all add to the livability.
- I also think its nice to have stores really close by.
- Antique Stores-not as appealing as they once were. I had hoped we would be an "Antique" community.
- Increasingly vibrant small business community in downtown core.
- A diversified business community
- The community events and the new businesses that are moving in seem to be in it for the long haul if given the chance.
- We enjoyed the antique shops too!
- Love what the Egges are doing!!! Love the construction of their new retail project. It's gorgeous!! Would like to see Coburg Inn be a nice upscale restaurant and not a saloon!! Would love to see more interesting retail and a nice restaurant for women.. make this a destination! Would love to see a library and museum Combination and also an art studio or some sort of art gallery! Also a woodworking studio and a farmers Market and also more "real food" in the grocery store with some healthy options
- Financial Services (including access to capital and technical support)
 - The taxes have gone up so high that retired people cannot live here anymore it's only gonna be for the rich which is too bad

What do you think needs to be changed (or improved)?

Place

- Infrastructure: housing (diverse and affordable), buildings (new and historic), neighborhoods, transportation, parks, gathering places, planning and land use, communication and technology, accessible amenities
 - Upcoming events could be posted on large signs (lighted) or reader cards at both ends of town. They need to be large enough for easy reading as you drive by.
 - The streets, walking and running paths traffic flow is becoming an issue. The northern Willamette Rd. transition to Coburg Road is tight, and large trucks cannot manage turns without using the on-coming lane. Traffic is heavy in this area and feeder roads (Bruce and Water) do not allow for safe visualization of on-coming traffic. Incremental, well-designed, small-town feel; growth. Avoid high-density building, and large apartment complexes. Example of what is concerning to me is the new Kast-built



- homes that have very little yards around them. While these homes are already planned/built, I would not want to see this practice continued.
- I would like the HooDoo group to do something with their property. Maybe a nice fence or something around where they park their cars. It's an eye sore. I think there could be improvements on many of the roads.
 - Watching our growth... cramming in houses too close together and too much alike will create a certain type of community... I think growth is good but mindful healthy purposeful growth is best.
 - Unified buildings. Historic looking
 - the city will fund parks improvements
 - Roads need improving.
 - Upkeep of parks. Streets and sidewalks kept clean of debris and moss. Fix streets. Fence around Umbrella Properties parking lot and sheds. Update restrooms at park. Put up new banners on streetlights. Paint streetlight poles.
 - Need another cable provider. Take care of the path behind houses on Abby road. During the summer, it is almost impassable due to blackberries and down branches.
 - Keep it a quiet community...Pot Holes
 - Maybe more/better snow removal on roads
 - Stop building
 - Because Coburg is so close to the freeway, it is important to have sufficient police patrols for the security and safety of people. I think it would be nice for Coburg to develop walking paths throughout the community, and improve lighting along the main streets and pathways. It can get dark at night along Willamette St.
 - I have concerns about the great number of high-end homes going in without a counter-balance of mid-range price homes or affordable homes. I know of a community in Hungary that actually built apartments with working studios for artists to live and work in residence. However, I also think there should be progressive city planning that will zone sections of the former farmland or open spaces to become park spaces or open spaces that preserve the natural landscape and rural feeling.
 - Road repairs
 - They have to do something about fixing the roads.
 - Streets
 - Transparency about new subdivisions being built
 - I'd love to see the cash truck stop at the SE corner of I-5 & Van Duyn Rd upgraded or improved. Many large trucks stop there for free parking and there is a lot of traffic congestion and bad driving behavior with their coming and going.
 - Coburg use to be a cute, quaint, CLEAN town and it no longer is. Our town is dirty, and our streets are very poorly maintained. Where are



- flowers on street lampposts in the summer and signs of pride in our community? Don't see any of that anymore.
- some of the street pot holes, clean up some of the trashy front yards, visibility where streets meet (Dickson and Coleman)
 - Traffic control by city hall area
 - Gentrification and dense development that looks suspiciously like suburban sprawl
 - Cohesiveness in buildings. Styles Community opportunities
 - Enhancing the small-town, historic feel of the town; but at the same time, keeping it "kept up," (no eyesores) along the townscape. Add hanging flower baskets along the street could be one of the small ways to beautify the town, while also emphasizing each business's connection to each other and defining the town's boundaries. And don't get me started on the 20 MPH speed limit sign that needs to be moved to OUTside the city limits!!!! As it is, people are going 40 or more entering town. I pray our good fortune that no one has gotten hurt (yet) can continue.
 - Better streets. Improving the look and feel of downtown (Willamette Street+).
 - Development of the vacant land in the small Central Business area with commercial - A piece of public art; statue or large mural - Maintenance of local streets - More mid & lower income housing options - aesthetic improvements to Willamette & Pearl Sts.; nice signage, banners, businesses taking pride in the sidewalk in front of their business - Centrally located information station - Improve City Hall; paint and parking lot
 - Build Coburg Loop Path
 - More crosswalks across Willamette Street.
 - Streets need to re-route trucks so they go around downtown. Roberts road to cemetery to Coburg Road
 - Speeding in Coburg!! This makes our community a dangerous place to walk. People need to travel 25 mph on Willamette, not 45!! Keep the "you are traveling at---mph" sign out!!! Why is it put out so seldom? Too much truck traffic and congestion at the light by Truck and Travel Green spaces in new development (the big fence along Coburg Road by the church is obnoxious and unfriendly. More seating in the park and more trees on North end of park Road repairs on some of the side roads. Less signage and more landscaping along freeway in the Industrial area... our city looks very unfriendly from the freeway anymore NO MORE Drive through fast food No big housing developments!!! Ugh!
 - New park - dog park – More crosswalks at corners -
- Natural Resources and Environment (as a quality of life asset /as an economic resource / as a recreational resource



- Tree maintenance/management. The residents of Coburg have been assessed a monthly fee for years that is earmarked for trees (specifically). Every winter there are numerous examples of damage to property by falling limbs.
- More public art
- Coburg has potential to have a more vibrant, welcoming climate. It lacks a certain vitality that is consistent. It would be nice to find a balance where local residents can maintain their quiet privacy and community togetherness, while opening up to a livelier downtown district. It seems that Coburg is a place where, sometimes, businesses go to die, and many lovely buildings are always in want of an occupant.
- Improve general appearance of community
- Replanting of trees needs to be an ongoing process
- More bike paths - More trees and plants - A sandbox

People

- Education (including schools, skills and youth development, also opportunities for continuous learning by adults)
 - Would like to see more interaction between the Charter School and the community - in both directions.
 - New school building
 - School for kids younger than 5 (for my brother)
- Culture and History (including values, historical perspectives, traditions, arts)
 - home an identity, that imagine will continue to change with growth
 - Better preservation of remaining historic homes
 - Bring our historical archives out of storage for public display
 - Change is inevitable, but before the mass growth when you lived in Coburg all you had to say to your neighbor was "Coburg" and they understood, you can't define it, it's something you feel. Now with so many families moving into Coburg we are losing the feeling of "Coburg." People are bringing their experience from other communities and trying to make Coburg what their other hometown was rather than letting "Coburg" become part of them.
- Health and Human Services (including availability and quality of healthcare and other human services)
 - In addition, it would be very helpful for the community to expand upon what the Food Pantry offers by sponsoring local garden plots and offering classes in organic gardening. Perhaps this could be done in conjunction with the Charter School. Joseph, Oregon, has developed a Magic Garden program through the United Methodist Church that works in cooperation with the local schools, and provides food for low-income persons, who



also work in the gardens. It develops a wonderful community sense among people.

- Governmental (including public safety, public services, master planning, transparency, community input, policy, inclusivity, and responsiveness)
 - Chief Larsen spends too much time on PR and self-promotion like at the school. Too many unsolved cases; county would have more to offer.
 - A Lot, City Staff
 - City of Coburg needs an active grounds maintenance. Department. That actually has a priority of cleanliness
 - Better Communication regarding proposed ordinances and more time to consider and comment..
 - I like the post office, but sometimes getting packages stinks.
 - Water rates
 - City council doesn't get along. Police chief is fired every year.
 - THE POLICE DEPARTMENT. The City would be much better off eliminating the police department and contracting for law enforcement coverage from the Lane County Sheriff. The existing department, and especially the Chief, are too enamored with and wrapped up in their own pet projects and interests. The basic law enforcement here is a joke - much less than expected from the budget and staff provided. Please dismiss the Police Chief and reform the rest of the department.
 - Company use of signage. We are very restricted on the square feet of signage that we are allowed to have visible to the public.
 - The Police Chief/Department/Services. The Police coverage is a joke, and the Chief is not running the Police Department that the community that I talk to wants. Instead, he is running his own little world, unresponsive and inadequate.
 - Wouldn't a library be great?
 - Better outreach to community members to let them know what is happening and where. I seem to find out about things after they happen.
 - I don't think there's much you can do because it's already on a whirlwind and to me it's going down you have to lock your doors too many houses are being ripped off cars are being stolen to me maybe we need more police or we need to get the sheriff's department I don't know which
 - More police officers.
 - As always. Communication Belief in city leadership transparency
 - Police is a draining resource for the City. The cost that we pay for the service and professionalism we do not get. Contract with Sheriff Cost of water and wastewater, and streets
 - 1. Need to update development and building codes 2. More money for street infrastructure 3. Limit number of cars, boats and stuff that can be stored on property. 4 Plan for a library
 - More police presence in Coburg!

- **Social: Networking and collaboration between interested parties within Coburg.** Partnerships with schools, non-governmental organizations, volunteers, public agencies and the business community. Processes and places for community collaboration and deliberation and established ways to get involved / Diversity, Equity and Inclusion / Explicit and sustainable Connections to surrounding communities and regional and urban connections
 - Now that Golden years is gone, a newer festival on a different date. (Maybe wine and Jazz) More community events in general (Community center) Ways for residents to get involved without making a super long-term commitment.
 - Something for kids Bingo
 - It would also add to the community if we encouraged local artists to move here and set up studios, maybe open up a cooperative gallery. In addition, a community theatre group would be great. Maybe they could use the Grange Hall or Odd Fellows lodge for productions. Small Communities such as Coburg can be very attractive to artists and writers, especially if housing costs can be kept in line.
 - Not much, I might want more community activities to do, those are always fun.
 - Make downtown like a special village; sidewalk and cafes, covered places for locals to meet.
 - More involvement.
 - community/youth center
 - I would like to see a community center or park and rec district in our future. We need a place for community functions; continuing ed, place for middle school age kids to "hang out". An event once a year that would bring community together to have fun. Block party type event, Golden years offered this in the past. A simple one-day function that does not require hours and hours of volunteer time.
 - Enticements that will encourage people to educate themselves about the city and get involved.
 - Also, a place for the kids to get together and have fun. Perhaps a small indoor playground for winter? Maybe a place where groups could get together for community gatherings. The grange would probably work for that, but maybe opening it up more often for the community. Perhaps a baby / toddler reading / music time? Game nights? Things for the kids and older children to do. Craft nights, tutoring, Mentoring, boys and girls club? I know that there are more and more kids moving out that way, it would be great to see Coburg and the family friendly place I know it is.
 - Mini water park - A kids camp (recreational)
 - - A gift exchange for Valentine's Day - Help Grange paint their building - A painting

- Community rather than competition Service and commitment rather than criticism and lip-service

Prosperity

- Business and Economy (local businesses, Main Street, jobs and meaningful employment, welcoming business environment, diversity of economy economic growth)
 - More business downtown – grocery
 - I would love to see a grocery store come to town.
 - Would love to see a grocery store with HEALTHY options or a little market/coop of sorts for last minute or even regular shopping items. Would like restaurant and shipping options that aren't all the same (I.e. Multiple antique shops and pub food)... part of the mix of identities but how do we add more to balance that and make it desirable for lots of diff types of people?!
 - I hope businesses are able to improve their appearance
 - Noise and smell of truck stop Trucks idle- get diesel Trucks still come down the alley behind miller. Noisy hot rod car body shop (better than it was)
 - need restaurants
 - we desperately need a real grocery store, farm and feed stores
 - Finding out what residents do for a living and support them by using their businesses
 - more retail shopping and food options, so that visitors will park and stay for several hours
 - We need a small grocery store
 - Grocery store – Bank - Certified childcare center
 - Greater local independence - grocery, local services. More retail that draws visitors
 - We need a few more business' that help create a welcoming environment that draws customers and the exiting community in.
 - Dari Mart is the shabbiest of the businesses in town. It could use more than. Just a paint job.
 - There should be more types of businesses there. Dari Mart is great, it there should be a small local grocery, perhaps a co-op?
 - Grocery store
- Financial Services (including access to capital and technical support)
 - I pay \$900 more just to live here. \$2600 a year and \$900 goes to Coburg . A person that lives just outside of Coburg bigger house more property, pays \$1600 a years . That amount along the water bill I have to pay and save \$350 a month just to live in Coburg. This needs to change.



What would you like to work on/get involved in?

Place

- Infrastructure: housing (diverse and affordable), buildings (new and historic), neighborhoods, transportation, parks, gathering places, planning and land use, communication and technology, accessible amenities
 - I'd like to be involved in the city planning
 - Planning
 - Public Works Ordinances
 - Making sure large apartments are not allowing to be built, preserve the view.
 - safe walking areas
 - I'm retiring soon, and the speed sign is first on my list of things to tackle now that I will have some time on my hands.
 - City planning projects, food bank and local medical clinic.
- Natural Resources and Environment (as a quality of life asset /as an economic resource / as a recreational resource
 - Parks
 - Parks
 - Bike trails, walking trails, parks. Anything to draw people outside and together.

People

- Education (including schools, skills and youth development, also opportunities for continuous learning by adults)
- Culture and History (including values, historical perspectives, traditions, arts)
 - Heritage Committee
 - Preservation
 - Heritage-a place for our history can be viewed
 - Whatever is needed...i love history
 - I would like to stay involved with the Main Street project and would consider being on the Heritage committee
- Health and Human Services (including availability and quality of healthcare and other human services)
- Governmental (including public safety, public services, master planning, transparency, community input, policy, inclusivity, and responsiveness)
 - Library
 - If we had a library, I'd be all over that!
 - a library
 - 1. Code development 2. Library planning
- Social: Networking and collaboration between interested parties within Coburg. Partnerships with schools, non-governmental organizations, volunteers, public agencies and the business community. Processes and places for community



collaboration and deliberation and established ways to get involved / Diversity, Equity and Inclusion / Explicit and sustainable Connections to surrounding communities and regional and urban connections

- The 20-year Visioning project looks interesting, and perhaps I can lend my voice in this. I am terribly busy, but would give it priority if asked to participate.
- Would like to help us create our identity but I think that requires many different committees working together to create a shared vision. Am trying to be mindful of where I can use my skills and perspective best.
- Visioning
- Summer Events
- Maybe we could start a community activity team-committee
- Community garden talk to neighbors there w/ city well
- Art
- The United Methodist Church is willing to make its space open to groups in the community that offer services or classes to the community. We required adherence to a Safe Sanctuaries policy that insures safety for children, youth and vulnerable persons, which works to assure that all are safe, protected and respected in our building. We would like to offer our parking lot for event parking with a donation to the Food Pantry. I personally (Craig Pesti-Strobel) have a professionally trained theatre background and would be willing to work with other residents who are interested in exploring theatre options here. I have also worked with RDI in other communities and would be willing to help with the visioning process. The United Methodist Church is very interested in helping address some of the needs of the community to the best of our abilities, so please be sure to involve us in conversations and activities. Thank You for engaging our community in this visioning process.
- We have a volunteer program that I would like to see used in the close community. Full time employees are expected to volunteer 8 hours per quarter. Volunteer opportunities are looked into by each individual to let them find something that they will enjoy while giving back to the community.
- Community Service
- I would love to expand the fitness community out here. I teach a workout class every Monday night at the Grange, but struggle to get local people to come!
- Festival planning and community building events.
- Establishing a community foundation that can assist and link groups in community building goals and projects.
- I can help with convening and creating dialog
- Senior programs
- I am involved with the food pantry. I am a member of the heritage committee. I am interested in being a part of the vision for Coburg. I woul



like to help others to sustain our annual quilt show. I am interested in helping with a community garden.

- I want to see positive change in Coburg that includes everyone, not just "new and improved."
- Community Vision
- We aren't there very often any more, but when we do come down from Portland, we always stop in Coburg. If we were informed of goings on, we would make an effort to come down and help.

Prosperity

- Business and Economy (local businesses, Main Street, jobs and meaningful employment, welcoming business environment, diversity of economy economic growth)
 - I would like to understand more about the process of economic development because i believe it is both needed and feared. I love solutions. I love authenticity. I love stories that can be shared. I love people. I would be willing to work in both direct and behind-the-scenes capacities to assist however it is needed. To me, this would be a real honor at a very pivotal time in Coburg's History.
- Financial Services (including access to capital and technical support)



Community Vision Summit II

Things We'd Like to Keep

People	Number of Times Checked
Community gatherings, programs, events	9
Independence of community	4
Young people involved in the community	4
Local fire department	4
Small enough to know one another	3
People friendly/Family friendly	3
Neighbors helping neighbors	3
Feeling of an extended family	3
Community involvement	3
Local police	3
Charter schools	3
Large enough to have own services	2
Music in the park	2
Working together to improve the community	2
Responsible financial management	2
Traditional public schools	2
Food Pantry	2
Year-round activities	1
Sense of Community	1
Diverse Population	0
Efficient city government	0
Dedicated staff at the city	0
Commitment to services and community	0
Access to great schools	0
Programs for Seniors	0

Things We'd Like to See

Establish community center	8
Establish Couburg library	4
More community events	3
Newer festival concepts (like jazz and wine)	3
Activities for kids and places to "hang out"	3
Annual community "block party"	3
Promote public art in business district	3

More community involvement options	2
Community Youth Center	2
Transparency about proposed subdivisions	2
Explore law enforcement alternatives	2
Better outreach about community events	2
Establish community gardens	2
Affordable water rates	2
Family friendly activities/game nights	1
Tutoring, Mentoring, Boys and Girls Club	1
Affordable property taxes for retirees	1
More interaction with Charter School	1
School for kids younger than five years old	1
Establish Community theatre group	1
Mini-Water-Park/ Recreational kids camp	0
Increase transparency of city leadership	0
Communications about proposed ordinances	0
More time to consider proposed ordinances	0
More cooperative city council	0
Reduce costs of law enforcement	0
Reduce crime	0
Sponsor local garden plots	0
Offer organics gardening classes	0
Promote gathering places for women	0
Use existing spaces for theatre production	0

Added On

Art history publically displayed downtown	1
Beautifying unifying	1
Element to unite	1
Downtown (flowerboxes, signage)	1
Great place to shop	1
Senior living facility	1

Things We'd Like to Keep

Place	Number of Times Checked
Natural beauty, trees, tree canopy	7
Heritage of a small historic town	8
Old homes/Vintage charm	6
Great public parks	6
Maintain design standards	6
Rural lifestyle	4
Walkability/Walking areas maintained	4
Small town feel/traditional town layout	3
Safe and quite	3
Promote careful growth	3
Green space	2
Save farmland from housing development	2
Clean and well kept city	1
Community pride	1
Bike friendly	1
Park upgrades	1
Nice balance of business and home sites	1
Surrounding farmland lends rural feel	1
Transitional areas: residential/industrial	1
Proximity to larger city	0
Playground	0
Public restrooms	0
Keep houses small	0
Mixture of homes	0
Small housing developments	0

Things We'd Like to See

Maintaining Couburgs character with growth	8
Grocery store with healthy food options	8
Sidewalk cafes/Places for locals to meet	5
Promote mindful growth	3
Park and recreation district	3
Public display of historical archives	3
More mid and low-income housing options	3

Build Coburg Loop path	2
Dog Park	2
Rerout trucks around the city	2
More dollars for streets/infrastructure	1
Walking paths with plenty of lighting	1
Better preservation of historical homes	1
Better manage traffic and traffic flow	1
Clean sidewalks/more crosswalks	1
Avoid high-density building	1
Avoid large apartment complexes	1
Keep green space around new homes	1
Mix of high-end and middle-income homes	1
Improve snow removal	0
Community identity changes with growth	0
City Grounds Maintenance Department	0
City funding of parks improvements	0
Increase bike paths	0
Centrally located information center	0
New School building	0
Limit cars and boats stored on properties	0
Progressive planning of green spaces	0
Update development and building codes	0
Reduce traffic speed within Coburg	0
Painted streetlight poles/flower baskets	0

Added On

Need signage Freeways	1
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Things We'd Like to Keep

Prosperity	Number of Times Checked
Variety of locally owned small businesses	5
Vibrant downtown business district	4
Support for local businesses	2
"Chain Stores" kept to I-5 exit area	2
Gorgeous new retail project	1
Antique shops	1
Local café	1
More businesses in old buildings	1
Positive business government relationship	1
Great place to shop with interesting retail	0

Things We'd Like to See

Create a farmer's market	8
Set up cooperative art gallery	3
Need a bank	2
Establish art studios to attract artists	2
Refresh downtown shopping areas	2
Reconsider business signage restrictions	1
Need a farm and feed store	1
Need certified childcare center	0
Become an "antiques" community	0
Create woodworking studio	0

Added On

Pay off City Debt	1
More police visibility	1
Public display of historical archives (repeat)	1

Coburg Survey Two Transcript of Responses

Please describe what you'd like to see in Coburg's future for your three top priorities

Priority One
<ul style="list-style-type: none">• Coburg Loop Path built• To stop crop dusting-Medford outlawed crop dusting. Pesticides should be done at ground level only• A Nice restaurant with healthy choices• Hi Speed internet ie charter spectrum• Keeping the town small which they have NOT• Use County police for more depth and accountable• A bike/walk path to the river• Safe attractive community• Lower water rates if development keeps happening• More bike paths around the perimeter and to the river• MORE POLICE PROTECTION• Industrial park development• I want Coburg to maintain it's small town feel as we bring in more development.• Keep the historical community• Park and City Property Maintenance and upkeep• Networking between community and business to support Coburg• A healthy growing urban forest and green spaces• Maintain local school option• Contract with Sheriff for Police• Maintain a safe community• Robust Downtown Business Environment (with a visitor focus)• Specific plan for growth in residential and Industrial• Increase in Public Safety to ensure a quicker response time and availability• More parks and open spaces, running/walking trails.• PAVED STREETS• Bring developed areas into UGB first• City Government making AND enforcing city policies with consistency and integrity.• Small town feel with ag land surrounding• Continue to improve parks• Continuation of activities for kids• Support park• Solid standards that fit our historical community for any future development

- Infrastructure improvement
- In regard to quality of life, I would like to make sure that noise issues are addressed in city ordinances especially as Coburg continues to grow.
- A school in Coburg that Coburg kid's are guaranteed to have the option of attending
- Public Safety
- Repave the roads throughout Coburg that are in dire need of repair
- Well spaced, quiet neighborhoods
- Actual police presence in town at night instead of the freeway.
- More we and less I in all we do. Build a strong united community, transparent, and full of volunteerism
- More Food Choices (Restaurants)
- Improved roads and more multi-use paths for walking, running, biking, etc. Connect path to Armitage park, More park and public space, generally improve the main park/public space in the heart of town
- Newer homes, Upkeep standards for older homes. Improve our roads.
- Repaving of the residential streets in the historic district
- Expansion of projects to help those who are food insecure, such as developing a community garden system, expand offerings from the food pantry, organic home gardening, community gleaning, etc.
- Good streets
- More police officers
- Street maintenance
- Strong police /public safety
- Picturesque community coordination on all levels
- Park/rec site use by all ages-sports, classes, teen area preschool program
- More vibrant downtown
- Promoting volunteerism among youth
- Maintain unique/historic character

- | Priority Two |
|---|
| <ul style="list-style-type: none">• Police Chief replaced• Currently program is good• New signs coming into town• Medical clinic• More business of different kinds• Fix streets• Community events, festivals• Bike paths esp to Eugene• Cheaper water rates• Improved infrastructure |

- Downtown development
- A thriving "downtown" area complete with a museum and library.
- Have a schools NOT under control of county, state.
- Traffic Reduction through downtown
- Keep Coburg Coburg and not let other communities such as Eugene change who we are
- Financial stability (lower water bills) before adding additional debt
- Establish community foundation
- Improve roads and parks, acquire a library/museum/community center.
- Museum/Gallery/Public Art
- Maturity in the young City government through time
- Encourage new businesses and continue to increase the appearance of downtown Coburg
- Thoughtful development-keeping the small town feel. No large crazy housing developments.
- CITY CODES for MAINTENANCE of Private Properties
- Support Coburg school
- Slow growth planning for infrastructure that includes study of trends, projected social, economic and transportation needs/problems. I personally would love to see a Community Center/multit use facility.
- Good grade school accessible to all local residents
- Utilize the Coburg Grange more than present
- Better traffic controls, fewer stop sign runners
- Support Coburg Community School
- No big box businesses in our community/ keep our community businesses interesting and community oriented
- High speed communications
- If we say we are a tree friendly/historical community then we need to do more to protect the trees. Recently many trees have been cut down that are probably in excess of 100 years old. When I asked an employee of Kast Construction why the tree at the intersection of Water Street had been cut down he said it was because it was "in the way." Now that the house is being built is sure doesn't look like that tree would have been in the way. In any case, can't building plans be adjusted to accommodate these historic trees that are so old? Many other trees, some also very old, have recently been cut down. Can't the city do something to protect them?
- Better management of the historic city trees
- Business growth
- Vital Main St. to encourage use of businesses in our community
- Well funded school that did not need to rely on donations
- Stick with diverse local businesses that draw people to town.
- Keep businesses vital and continue to allow growth in a sustainable way



- Family Fun events
- Attract more diverse businesses to Coburg - cafe/bar hybrid (similar to how the Barn Light is set up), year-round market, expanded grocery option, more places to eat/hang out/drink
- Reinvisioned public space in the center of town
- Put in a grocery store
- Adult life enrichment classes, endearing and sage-ing workshops and on-going community development, mentoring of students at the charter school, classes to expand multi-cultural awareness
- Historical buildings preserved
- More for kids to do
- Senior and youth activities
- Reconnected community- recover from loss of school/kids sports teams
- Effectively utilizing these resources to accomplish priority 1
- Strong police safety department to help maintain small town safe feel
- Coburg Path built
- Opportunities like this one
- Keep a clean community

Priority Three

- Streets fixed
- Would like to see more antique shops. Would like Coburg to be the number one antique/vintage shopping area on the West Coast. Old Church leased to antique vendors.
- Clean up the newly planted trees on pearl street, full of weeds
- Maintain walking Paths and enforce speed limit.
- More communication with the people of Coburg which you do NOT
- Public art
- Access to Coburg Hills for hiking
- Access to the Coburg Hills
- Housing
- A place where our local artist (and there are many) can display their work.
- Have direct contact to each resident, not top down
- Street Maintenance
- Opportunities for all to better themselves
- Farmers market
- Preserve the natural elements as we grow
- Improve volunteer effectiveness and rewards
- Welcome and Wayfinding Signage
- Public Safety visibility
- Preserve culture and history.



- More town events in the parks and open spaces.
- A real supermarket and a bank
- Protect farm land
- Networking and partnering with schools, nonprofits, and businesses who have historically supported Coburg over the years and have faithfully invested in Coburg's success and uniqueness.
- Stable community without the go-go growth
- Place a health clinic in town
- Condition of streets to improve
- Urgent care in Coburg
- Police that are responsive and available/safety!!!
- Community Promotion
- In response to the government category above, I don't feel that citizens who feel differently about growth are being considered seriously or responded to in an inclusive manner. At least that is my perception from some of the articles I have read in the newsletter and from a few of the meetings I have attended. The attitude seems to be that "growth is going to happen so just deal with it." I realize that growth is going to occur, but people have real concerns about quality of life issues that will affect them. This needs to be given equal consideration as other issues pertaining to growth. For example, in the newsletter article on Visioning, there are ten different key areas listed but not one of those categories pertains to quality of life issues.
- Maintenance and repair of Coburg's city streets
- Public safety....more police officers for 24/7 coverage and equipment to keep our community clean and inviting
- Focus on businesses that hire locally first
- More about public gardens and gathering places..not houses
- Add unique community events while getting what we have more exciting and healthy for future growth
- Starbucks
- Continued push towards responsible growth in Coburg, improve community offerings/things to do, business make-up, more new homes
- Diversify business in coburg - no more antique shops, please. More restaurants, cafes, grocery.
- Build a little on the antique fair that is only once a year, have flea markets, farmers market
- Mobile clinic is a good idea, also vision and dental, providing low-cost alternative access
- Beautiful, vital Main Street with a real grocery store
- Distribution of resources
- Fix potholes/roads for safety
- Bring the past into focus to accomplish priorities 1 and 2

- More community events that are less labor intensive, more casual...music in the park, farmers market, picnic dinners with kids/ adult games..one day harvest festival with fire dept. barbecue
- New school building
- More police - STOP SPEEDING IN TOWN
- A thriving downtown core

Please describe any additional things you like to see in Coburg's future for the other six categories (that were not in your top 3 priority categories)

- More trees Support for Coburg School A grocery store
- Small super market or farmers market.
- I think this is a waist of time they will do what they want to do
- Build Coburg Loop path - attract a grocery store, a bank Just a thought- It would help the downtown if Dari Mart was spruced up.
- A Subway by the freeway
- Increased police presence
- The clean up of Coburg. We are in the process of of big development and it would be nice if existing Coburg would clean up their business fronts and resident homes. Maybe we could create a "Clean up Coburg Day." Show some pride in our community.
- Must fix traffic control from bridge
- Storm water treatment and drainage issues.
- I'd like to see a community that has access to more services locally so we don't need to drive to Eugene as much.
- Effective city government. Variety of local businesses. Increased community connections.
- I would like to see a larger local market with more groceries. Remove unsafe trees and have a plan for replacement of these trees with a keen sense of what these trees will present to us at maturity.
- Culturally Grounded Design Standards Agriculture represented in community events.
- Public works expansion and visibility growing into the sewer system maintenance and our City roads.
- Laws limiting high density housing
- Finding an expression of Coburg's historical uniqueness to build attractions for tourists and attracting businesses that build up Coburg's long term strategic goals. A goal I'd like to see is to keep Coburg History alive and keep the quaint, small town, sense of belonging.



- Maintain a greenbelt around Coburg to prevent Eugene from encroaching, protecting ag. land, and give the city a sense of identity instead of sprawling with Eugene.
- More opportunities to come together as a community
- Children's rodeo from golden years Build up the downtown area With the growth of the city a continuation of safety and the small town charm.
- Do not annex Stallings Lane into City of Coburg
- We are rushing into this Hayden development which will change the environment of our small community into a bedroom community for Eugene and Springfield. Aweful!
- Urban forest improvement Work with Friend of Trees
- I would love to see a bike path run from Roberts Road Industrial area along the freeway and then connect in to Coburg Road nearer the bridge that crosses the river. This would make cycling much safer and encourage more riders to come to Coburg. In this day and age of distracted driving, it is becoming more dangerous to cycle on busy highways such as Coburg Road. A safer way to get bike to and from Eugene would get more cars off the road and perhaps encourage more people to come to Coburg and frequent areas businesses. So this would have a positive economic impact on Coburg. I know this would be a lot of work and expensive but we could get creative! Maybe some of the businesses could get involved?
- I would really like to see the Golden Years happen again.
- Volunteer committees to coordinate the upkeep and create awareness for all citizens. My husband has offered many times to supervise teens/others for projects since he knows how but is unable to do the work any longer himself. Too often suggestions or offers seem to have fallen on deaf ears. Work together for the good of all.
- I would like to see Coburg continue to have the small town environment that attracted me to live here. A place where neighbors know each other and the community comes together for events.
- the addition of some lodging to bring more tourism to the local area, a (small) local membership gym
- Cultural activities such as a community theatre, community music groups, old-time community dances, folk dancing, line-dancing, etc., local art festival, develop a locally-grown food festival
- community garden open gathering place
- Open space development and walking/ bike trails to draw recreation enthusiasts.
- Autonomous governmental services, businesses connected to community life and living, community first emphasis
- Place for middle school age kids to gather (pool tables, foos ball, video games



- Bigger community events - County to provide police services to provide more experience and resources (keep same officers) - A bank - Rebuild the streets
- More attention to beautification of our city landscape
- Historic Education; Bicycle friendly; Local vendor market

Please share any other thoughts about what you'd like to see for Coburg's future

- Protect what's left of the old houses
- Coburg has unique honor of being a small town that is not directly butted up against another town, which gives Coburg a very unique charm. Would like to see Coburg become the number one Antique/Vintage destination on the West Coast. It was wonderful when the little houses were all full of antiques, the recession came and changed the dynamic of the city. Now is the time to re-build, re-commit to what Coburg is good at--and that is celebrating history and antiques. People come off of I-5 to shop antiques in Coburg and they pay top price which is wonderful- It would be nice to have a big sign on I-5 inviting drivers to "Experience Coburg, the antique capital of the Northwest"
- Don't get to big to fast. Sisters had done a nice job.
- Reduction in fee for the waste water program.
- I would like the school to be for the Coburg families first than if they can not fill than the out side. What I understand the outside is not including the Coburg parent or children and this is wrong
- The police department is too small and inexperienced. The Chief seems more concerned about his reputation than doing actual enforcement - always "selling" the police. Cases are not being solved and where are they most of the time anyway when not eating lunch at the school?
- But I did think the pick up of storm tree debris by the city was wonderful and unexpected
- If the large development on Pearl proceeds and our water rates do not decrease.....GRRRRR
- Better roads
- Citizens and committees brought their vision of Coburg going into the future as to how Coburg should look including new development. It would be nice if we stuck to those ideals.
- Residents to keep control
- More open communication and public input on City Projects i.e. design standards, such as the Coburg Loop Path.
- I don't think the Coburg Golden Years Festival is thriving. Perhaps we should consider investing in another way to celebrate our city. The Cottage Grove Mining days takes most the visitors. Another weekend, or another celebration?



- I would like to see some creative planning to make our parks more inviting and safer for the user. Closure or one-way direction of travel for Harrison Street between Pearl and Mill.
- Want to continue a slow growth over the next 20 years that allows Coburg to maintain it's independence. from Eugene
- Redbox location
- Clean public restrooms that are locked at night and maintained on a regular basis.
- Coburg is a Tree City. This natural resource could be enhanced through growing and marketing Elderberries, Black berries, other tree products, education, recreation, and use it to enhance Coburg's uniqueness and bring economic prosperity. Good drinking water, a place to rest in our parks, and promoting friendliness with civic accountability makes Coburg a desirable place to visit.
- The Coburg industrial district has bright lights which are not directed within their property boundary, obnoxious and a waste of energy. The land use ordinance once had a restriction of the light leaving the property through the use of reflective covers and may still have that provision (if so, it's not enforced).
- Focus on small community with great parks, music in the parks, biking, lovely small historically significant-type architecture. No big developments!!! No big box businesses, a grocery store with healthy options. Community involvement in school projects, farmers market Ask Mr. Sheppard if he would give a piece of his property next to the park to the city to use as more green space More good things for teenagers including volunteer opportunities
- I would like to see the feral cat problem start getting addressed in Coburg. I know that all communities have this issue and I don't know how some communities address this but I do know that some are trying. I believe there might be some Pet Store Companies that offer grants. I think the City of Veneta is very active in trying to deal with this challenge. Could some ideas from other communities be researched and implemented in Coburg? I have trapped and have had 10 cats fixed through Greenhill Humane Society's program. We have many committees in Coburg such as the Parks/Trees Committee and the Heritage Committee. Perhaps we could have some sort of animal committee? One last issue I would like to bring up again is the issue of noise as it pertains to quality of life. I have had to deal with many noise concerns such as neighbors partying at 3:00 am and other neighbors running 4-wheelers up and down the city street in front of my house. I am afraid that as the community grows, this issue will get worse. I know that Coburg has ordinances on many of these types of issues but I think maybe many citizens are unaware of them. Could the city do some type of public education/awareness campaign on this? Perhaps the newsletter would be a good place to start.



- If one isn't physically able to participate that doesn't mean they don't care. A vibrant and clean community with good roads.
- The sewer and water bill is ridiculous. The promise of attracting new businesses and dividing lots continues, but the promise of sharing the sewer cost never materialized. Police response on weekends and evenings is non-existent. Any additional high risk businesses (Serenity Lane, marijuana dispensaries, bars, auto customization shops) should pay for additional police coverage.
- I would like to see thoughtful consideration to incoming businesses in regards to how the surrounding neighborhoods are affected. I understand that taxes are a vital income for the City but that should not be the only contributing factor to the decision. A 24 hour factory at the edge of 2 cul de sacs was an inconsiderate decision on the city's part. We can do better than that for our current citizens.
- Coburg is a good community and has the potential to be great! Let's work together to be sustainable, make our decisions on our values and vision and keep the I and self interests out and add the We and community interests in.
- Coburg feels dated. I believe the city can grow, modernize and support a more diverse set of businesses without losing the quaint, small town character that we all love. I am very supportive of more growth through added subdivisions but feel coburg needs to invest time and effort into expanding the services offered to its residents. Cafe, year round market, expanded grocery option.
- I would like to see a community that is not simply a bedroom for Eugene, but one in which the residents look out of one another, that is safe, where those who are financially insecure are supported and helped towards security, and where the fruits of agriculture are shared and celebrated, and where the pace of life is humane and gentler on mind and body.
- Coburg residents have first choice attending our charter school
- Appropriate policing
- I am so glad we're dreaming this way.
- More formal way to welcome new people to the community.
- More diversity



Community Visioning Focus Group

Reports, Input, Work Clouds

Coburg Visioning Process Tourism Focus Group Notes

These notes capture input from two tourism focus groups conducted for the City of Coburg’s visioning process. This document compliments the Excel file titled, “Coburg tourism focus group results.” The two focus groups were conducted on February 8, and March 8, 2017.

In addition to discussing the 9 domains of community well-being, the focus groups explored events. The majority of the conversations focused on events, infrastructure, natural resources, education, culture and history, and business. The groups also discussed health and human services, local government, and social capital. Focus group attendees elected to not discuss financial services since it was deemed less relevant to the city’s tourism vision.

The focus group elected not to rate local government and social capital in the stoplight format used for the other domains in order to avoid the appearance of judging performance of elected officials, volunteers and city staff. Key takeaways from that conversation centered on the need to understand the impact of existing ordinances on the development of agritourism and a local alternative lodging network (Airbnb, VRBO, B&Bs, etc.), to create ordinances that encourage community-based tourism, and identify volunteer groups that can take a leadership role in planning to achieve the 20-year vision.

Those conversations surfaced the challenge that the city does not have an economic development or tourism focused position. A desire was expressed integrate tourism planning into the existing Main St committee, Parks and Trees Committee, and Heritage Committee. The group also expressed a desire to add a trails sub-committee to the Parks and Trees Committee.

Domain	20-Year Vision
Events	Coburg has a year-round series of events that highlight its agriculture, historic and cycling culture. The antique fair, Christmas in Coburg and Coburg Car Classis are strong. Golden Years has long since been revived and the quilt show and cycling races are coordinated in a way that encourages visitors to stay in town and spend money in shops downtown. More events in the fall, winter and spring entertain locals and attract visitors. A farmers market also sells locally made wares. A cycling event highlights the scenic bikeway and temps visitors to come back.
Infrastructure	Coburg's infrastructure encourages visitors to explore the area and funnels visitors to town, where they spend money at local shops,

	<p>restaurants and places to stay. Cyclists discover Coburg as a starting or ending point of the Willamette Scenic Bikeway, and come back to ride its comfortable roads. A county campground offers cyclists a place to stay, and connected paths lead them into town. City parks and built amenities near the wetlands and Willamette River make it easy for locals and visitors to access natural attractions. An alternative lodging network (Airbnb, B&B, etc.) make it easy for visitors to stay in town longer and profit Coburg's citizens. A new, larger property off of I5 attracts business groups and provides meeting space. Downtown's built environment, especially Main St. offers vibrant shopping and dining in well maintained historic buildings.</p>
Natural Resources	<p>Access to rivers, wetlands, cycling path benefit locals and attract visitors - especially those in town to start or finish a ride on the state's most popular scenic bikeway. Land use laws help maintain Coburg's rural, agricultural aesthetic and mitigate suburban encroachment.</p>
Education	<p>Locals and visitors can learn about the history and natural environment that makes Coburg unique. Walking tours educate people about Coburg's heritage. The wetlands are accessible and information on its ecosystem are easy to access for school children and visitors. Festivals and events celebrate Coburg's and help newcomers understand its heritage.</p>
Culture & History	<p>Coburg is still a rural, agricultural town despite the growth of neighboring Eugene. It's farms and farm culture are still intact, and people come to small, locally owned farms to buy products. The buildings that embody Coburg's history and culture are well maintained and regularly used. A new museum displays artifacts that uphold Coburg's past and bring it into the present.</p>
HHS	<p>Walking and cycling infrastructure encourages locals and visitors to walk and ride around town. Coburg is linked to surrounding amenities, towns and natural settings. The scenic bikeway is a main artery that encourages locals to exercise, and the trail systems developed off of it offer several unique experiences to complimentary destinations.</p>
Government	<p>Local government has policies in place that encourage Coburg's small town feel while encouraging visitor friendly local businesses. Agritourism is encouraged rather than hindered, and an alternative lodging network pays local taxes while providing income for residents.</p>
Social	<p>Local professionals are dedicated to promoting Coburg as a destination. The chamber of commerce has worked with economic development professionals to develop Coburg's agritourism, cycling and historic assets. The city is tied into Rural Lane County network for rural economic development and Travel Lane County, which promote the city and ensure that locally owned businesses are collaborating and thriving.</p>

Business	A cluster of businesses attracts cyclists and antique buyers to Coburg. A critical mass of antique shops returns to Main St. The Coburg Distillery, Agrarian Brewery, and Ruby D Tonics attract adult beverage connoisseurs to the area for overnight stays. Farms stays and agritourism businesses keep visitors in town longer to enjoy farm to table foods and landscapes.
Financial Services	N/A

Heritage Committee Focus Group Priorities
<p>Infrastructure</p> <ul style="list-style-type: none"> • Roads need to be improved= 2 Heritages houses on damaged roads • Could have depot (like original) structure in park • Need historic signage (plaques?) large enough to read from st. • Property owners = access to better resources contractor partners for historic and all homeowners
<p>Culture and History (What we definitely want to see)</p> <ul style="list-style-type: none"> • More mention of native american history • Central place for historic background of coburg • Visitor center/ museum • Historic signage and markers along main street • Architecture across uniform • Whole Coburg, even I-5 to tie community together • New signage starts closer to I-5 to bring people downtown • Preserve antique fire engine • Quilt show • Maybe a “living history day” • Canterbury slough- uniform historic signage

Business and Economy

- Vital downtown mainstreet where businesses are able to thrive
- A youth/community center (where young people can go, be safe and have fun) (has computers and mini libraries) with heritage components/museum
- We need a hardware store
- We need a full market (old fashioned MKT tying into heritage), selling local food year round.

Heritage Committee Word Cloud



Youth Word Cloud



6th Grade Input

How do you spend your time in Coburg when not in school?

- Go to restaurants
- I usually go to different forms when I come to Coburg and sometimes go to Chiefs
- Me and my family go to restaurants, do fun activities, and going to parks
- At the park in the spinny bowl
- Sometimes after my basketball practice we go to Chiefs for dinner
- I typically go to some of Coburg's restaurants or go to my friend's house
- I buy stuff at Dari-Mart
- I have basketball practice in the Coburg gym. I also go to a restaurant called Chiefs sometimes
- My family likes to eat at chiefs and go to the park
- When I'm not in school I go to the restaurants here like Chiefs and Coburg Pizza
- I like to go to Chiefs
- I like to go to Chiefs and then I like to go to Dairy Mart
- Basketball

- I go to Chiefs a lot but other than that I sometimes have basketball practice in the gym
- Nowhere, I don't do much here when not in school
- I LOVE going to Chief's to eat fries
- Hangout with friends and ride to the park on my bike
- At a friend's house or at a restaurant
- I play with my friends
- By doing something for the community

If you could change one thing to improve Coburg, what would it be?

- Clean the sidewalks
- I would add a big tire swing at the Coburg park
- Definitely the school needs to be updated like the bathrooms, classrooms and cracks in walls and floors
- Have a horseback riding camp
- I wish there was a grocery store so my mom could leave us at home when she goes shopping
- I would change some of the speed limits because when I am late to school, we have to go really slow
- I would make it have a get air, rock climbing wall, and a community pool
- I would change our gym and make it nice
- I would make a parking lot for Chiefs
- Restore its history and put it on the map
- The parking for antique fairs or yard sales
- I would like if it had a pool or more restaurants and a mall
- The water cause it taste bad
- I would want there to be more restaurants. I love the restaurants here. It would be awesome to have more
- Shops, there is not lots of newer shops around here so there isn't that many hear in Coburg that are newer
- I wish there were more places to shop around town
- Add more to the school like more lockers and maybe a high school
- A local hospital/urgent care. (I don't know if Coburg has one sorry!) and air conditioning in CCCS!
- I would be bigger or be more popular
- That there would be no dress code

Close your eyes and think about Coburg 20 years from now. What do you want it to look like?

- I see more buildings, more restaurants, and maybe a new park.
- I want it to be a lot the same with lots of trees and big fields. I don't want all the pretty nature to go away
- The school will have lots of flowers and green to it and it has red doors and a green roof
- Have lots of horsey things
- I think there will be a lot more houses
- There will be a mall here in Coburg. Maybe it will be here....
- I think it would be sprinkled in gold with unicorn flying around and cash raining from the sky
- I want trampolines on the playground. We can ride segways down the hall. Our basketball court would look like the ducks court.
- I want it to look not run down and busy with customers
- Each house is a giant trampoline. Everybody rides on hover boards
- I think it's going to have a lot more fun things and places
- Better basketball hoops cause those ones outside are very old
- I would want there to be a lot more restaurants. It would be cool to have a town famous for restaurants
- There is lots of Chiefs everywhere. Also Get Air.
- There would be big parks and a awesome candy store. There would be trampoline parks and golf and pool town club
- More lockers at the school and another school for the public
- More or less the same, but with a high school!
- I hope it will have more fun places to go like an ice-skating rink, Get Air or Yogurt Extreme
- That all the buildings were made out of candy



5th Grade Input

How do you spend your time in Coburg when not in school?

- Ride bike
- Hunting
- Fishing
- Play sports
- Friend's House
- Family works
- Ride motorized vehicles
- Play in the snow
- I like to play out front and with my neighbor
- I am either helping shop, eating dinner at a local restaurant, or helping at school and fund raisers
- Hanging out at chiefs
- Hanging out with my little sister at the park
- I like hanging out with my nana and papa
- I like eating at local restaurants
- Coburg Pizza
- Eat food
- Walk dog
- Spend time with friends
- Sprinklers
- Christmas light watching
- Chiefs
- Sit on couch and be lazy
- I like to ride my bike to the park and play with my friends that live here
- I also like to walk around and look at cool things in coburg
- As well as I like to go to Coburg pizza company and have pizza
- I like to ride my bike
- I like to take walks with my dog
- I like to go to the park and play with my friends
- I like to go boeing
- Play video games
- Bike
- Playing in the park
- Shooting hoops
- Riding my bike and eating as well
- Swim
- Empty field (pond, petting farm, pig farm)
- The park



- Amount of cops
- Bathrooms
- I would improve Coburg by building more restaurants
- I would improve Coburg by getting rid of the houses
- I would improve Serenity lane in Coburg
- I would expand restaurants
- I would like them to get rid of the serenity lane
- I would improve the gravel roads, so your car won't go up and down and less of a chance of flat tires.
- Fix up old/dirty homes and buildings
- Cancel new/ modern buildings
- Fix old cracked cement
- Keep Coburg small
- I want to improve the drinking fountains
- I would improve chiefs food
- I would improve the drinking fountain and the bathrooms as well as the yardwork
- If I could improve something in Coburg I would improve the basketball hoop at the park
- I would improve chiefs to get a bigger space and faster service
- More wild life
- Better basketball court
- More trees
- Better bathrooms in the park
- More wild life and more ponds
- The trees need more trees

If you could change one thing to improve Coburg, what would it be?

- The park
- Amount of cops
- Bathrooms
- I would improve Coburg by building more restaurants
- I would improve Coburg by getting rid of the houses
- I would improve Serenity lane in Coburg
- I would expand restaurants
- I would like them to get rid of the serenity lane
- I would improve the gravel roads, so your car won't go up and down and less of a chance of flat tires.
- Fix up old/dirty homes and buildings
- Cancel new/ modern buildings



- Fix old cracked cement
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- More wild life and more ponds
- The trees need more trees
- re wild life
- Better basketball court
- More trees
- Better bathrooms in the park
- More wild life and more ponds
- The trees need more trees

Close your eyes and think about Coburg 20 years from now. What do you want it to look like?

- Pond
- Dirt track
- Farm zoo
- Percy Jackson Park
- Fountain
- I would like to see more ponds and less houses
- Take down the houses and put a skate park
- Burning down Serenity lane
- I want to see a dutch bros. in open areas
- We should keep the houses and if we tear them down it should not be for something stupid like a skate park
- Bakery
- Pond @ park
- New park
- Mural
- Fresh flowers in front of buildings



- Old fashioned ice cream parlor
- Add dutch brothers
- Community garden in park
- Big barn w/ lots of horses in it 😊
- Library
- Coburg tree house
- Friend bacon
- Eliminating gross food (McDonalds)
- Friday every day!!! (Except Saturday/Sunday)
- I would want to see flying cars
- No difference
- I would like to see family at the park having fun
- I would want to see more fields and not as many houses
- I would also like to see more bike paths
- Ponds
- More ponds and trees
- Animals
- More play structures
- Fishing ponds
- Eagles won't be endangered
- Skate park
 - BMX freestyle
 - Dirt jumps
 - Not BMX track steep jumps big gaps

2nd Grade Input

What do you love about Coburg?

- Nice people
- Playground
- The restaurants
- I love that the fire station is right next to the school so if the school goes on fire it is super close
- Antique shops
- I like CCCS my school
- It's cool
- I love my school
- I love that my mom's work is close to my home
- That there is a hotel coming in
- I like Coburg because I like the school
- The playground



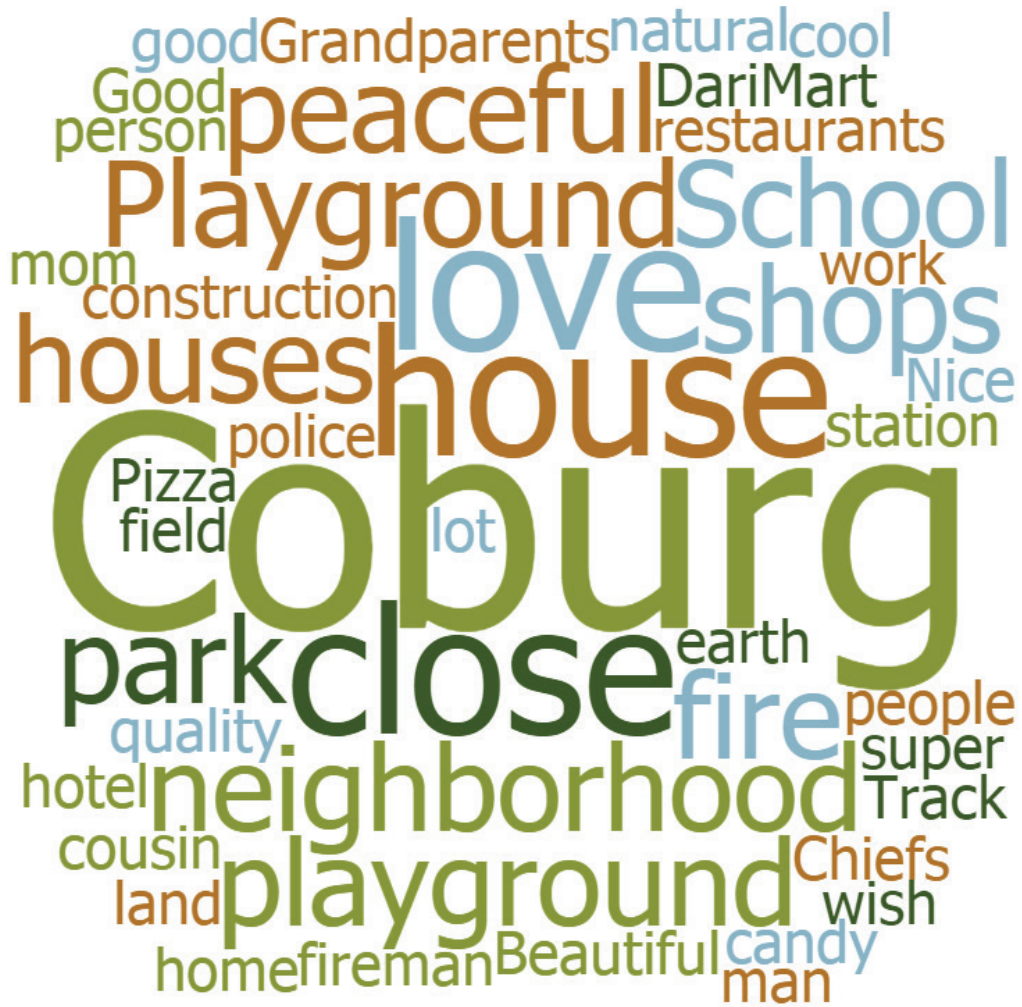
- My peaceful neighborhood
- That on Fridays we go to McDonalds Coburg crossing and get McFlurrys
- I wish Coburg was made out of candy!!!!
- To have school supplies good quality though
- My house
- The natural land form
- My School
- School
- Playgrounds
 - Coburg park
- That I know the person who is doing construction
- Not a lot of houses so I can still run around
- Good fireman and police man
- Coburg Pizza
- Track (at the school)
- My house
- Chiefs
- My peaceful neighborhood
- Dress code so we don't have to buy many shirt
- Big field next to school
- Playground
- Dari Mart
- Bronco saloon
- Grandparent's house next to the park
- Antique shops
- My street (my cousin lives across the street)
- Beautiful earth
- Houses are close to school so we don't have to wake up too early

What do you want Coburg to look like?

- A big toy army place were you can play army at the school field
- More natural land, less pollution, keep Coburg tiny
- I want Coburg to look like at Dairy Mart. No more big tree at the park no more big tree. Where ever a big tree is get rid of it.
- A bunch of trees
- I want the hotel to be done with Coburg Pizza to move in the bottom
- I want there to be a zoo or something else in the big field I also want no dress code. More play structure at the playground.
- The same thing
- I want there to be a zoo or aquarium in one of the big fields



2nd Grade Word Cloud



Community Visioning Summit III

Additional Comments

Does the visioning statement need to change? If so, how?

Response 1

- Add- tolerant of different view points
- Tag Lines
 - "...in a golden history...a shining future..."
 - Celebrating our historic roots and our vibrant future

Response 2

- "Community Sings"
- "Community Welcoming Program"
- Museum
- "Philbert"
- Squirrel
- Store Windows
- Video, narrated by kids

Response 3

- Taglines

Response 4

- Liked
 - Locally managed
 - Remaining small town
- Missing
 - Ongoing agricultural industry
 - Growth management, how to handle growth
- Change
 - Incorporate interrelated relationship of agriculture and Coburg community
- Tagline
 - Like "Deep Roots"

Response 5

- What we like:
 - Sounds like a place (I/People) would want to live
 - Attractive place to raise family and for old, or young residents
 - Promotes and maintains walkability and connectivity throughout town.
 - Be inviting to bike tourism, cyclists
 - More on vision for industrial and highway commercial near I-5 zones.
 - Be inviting to businesses in this area, but types of businesses that wont detract from nearby residential zone livability and traffic congestion.
 - A place where stakeholders have a venue to share ideas, and be heard, share input



- Promote communication between I-5 corridor businesses and community
- Partnership communication, connectivity, compatibility, tolerance, engagement, bike tourism.

Response 6

- What do you like
 - Slower pace
- Was anything missed?
 - The idea that spontaneous communication happens- in the street- going for a walk, etc. neighbors helping. Neighbors building, romps, in depth interactions, etc.
 - Small medical clinics couple days a week...
- Taglines
 - Embracing our past, building our future
 - Historic diversified welcoming community
 - Small and as mighty as our stallion-Coburg
- Misc.
 - How to balance industrial area and city project
 - Resource list to call for help in Coburg- *Project on community service
 - Hike to Coburg Hills- Project on trails

Response 7

- Missed issue of importance- Parking needed in downtown
- Importance of agriculture not just being past, but present and future dominate industry
- Truck/commercial bypass included in transportation plan
- Key word- "Golden"
 - "Golden community with deep roots"
- Key word- "Gateway"

Response 8

- Like
 - Sounds like Coburg today with a twist of a future that feels good
 - 2.0 quality with 1.0 being great
 - Minor edits change it from any town, to our community
- Missing
 - Agrarian: timeline of farming (idea for action team)
 - Resources/serving- hardware (maybe broaden like of services available)
 - Accessible education at the locally managed school needs to be accessible to all
 - Healthy place to live (water/air quality)
 - Visitor destination
 - Strengthen recreation and access to river
 - Connection to ag

