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CBE Rejuvenation Project: Community Outreach Executive Summary

June 7, 2022

Introduction

As part of the Programming Phase for the CBE Rejuvenation Project CIDA, our consultants and members of City Government met with the general public to discuss high-level programmatic and cultural aspects of the project. These events were not intended to host design-oriented discussions, but rather provided opportunities for all interested parties to voice their interests, ideas, goals and perceived challenges for the project. A total of three public community outreach events (COEs) were held and were scheduled and formatted so as to maximize public representation, and as follows:

COE #1:

Date and Time: April 30th, 2022 from 10am to Noon
Location: On-Site
Format: In-Person. Introductions by members of City Government, Clatsop-Nehalem Tribal Organization and CIDA. Building and site walk. Break out discussions with individuals. Primary focus on existing structures.

COE #2:

Date and Time: May 11th, 2022 at 6pm
Location: Cannon Beach City Hall and Virtually via ZOOM
Format: Open Forum Q&A Session. Introduction by members of City Government and CIDA.

COE #3:

Date and Time: April 27th, 2022 from 2pm to 4pm
Location: On-Site
Format: In-Person. Introductions by members of City Government and CIDA. Building and site walks. Break out discussions with individuals. Primary focus on site.

A separate outreach event was held with members of the Clatsop-Nehalem Tribal Organization. In addition to being an opportunity for the Design Team and Tribal Members to meet each other, this event served as a platform for the Design Team to learn about the Tribe's cultural heritage and historical use of the site, their traditions, and values, as well as their goals and concerns for the current project. This meeting was held on April 8th, 2022 at Chamber of Commerce and in a round table discussion format, followed by a walk-through of the buildings and site. In addition to attending this meeting, members of the Clatsop-Nehalem Tribal Organization also had an opportunity to participated in each of the public outreach events.

At each outreach event information was gathered in the form of notes taken by members of CIDA and our consultants during group or the break-out discussions with individuals. These notes were then gathered, collated and compared against other design team member notes for consistency and accuracy.

In recognizing that not all interested public stakeholders and interested parties would be able to attend a community outreach event and in an effort to encourage maximum public participation, the City of Cannon Beach and CIDA provided alternate tools for gaging stakeholder sentiment and interests for the project. At the onset of the project the City created a project website at www.reimaginecbe.com where current project information is posted and where individuals can provide project input. In addition, CIDA formatted a survey that could be taken and either mailed or e-mailed to CIDA. This survey was made available at each community outreach event

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where participants could take and distribute to their friends, neighbors and family, as well as made available on the City's website noted above.

CIDA's primary goal during this discovery process was to ask informative questions, listen and then gather, organize and prioritize the information received so as to gain a comprehensive understanding and magnitude of each of the stakeholder's interests, goals and concerns for the project. Information gathered will be presented to City Council as a matter of public record and used to inform the program for the project as it progresses into the Schematic Design Phase. While it is not realistic to expect that all stakeholder goals will be met by the final design for the project, information gathered during these events will help to ensure that the priorities of Cannon Beach residents and visitors, members of the Clatsop Nehalem Tribal Organization and other interested individuals and groups are considered and prioritized to the maximum extent practicable as plans commence to rejuvenate the former Cannon Beach Elementary School and site.

Methodology:

CIDA's process of organizing and condensing the information gathered involved three sequential steps described as follows:

- I. **Categorize:** CIDA carefully reviewed notes taken during discussions with each public stakeholder represented at the community outreach events, as well as each survey received, and from them developed a list of broad stroke categories that each of the stakeholder's interests or concerns are generally described by. These categories are:
 - ☐ Community Gathering Space
 - ☐ Education & Workshop
 - ☐ Event Space
 - ☐ Kitchen Space
 - ☐ Miscellaneous
 - ☐ Museum & Exhibition
 - ☐ Recreation
 - ☐ Site Access & Parking
 - ☐ Sustainability & Nature
 - ☐ Tribal Heritage
 - ☐ Views & Aesthetics

Each category was then assigned a unique color as can be seen in the following Graphic 1A below. The colored 'button' for each category is then used directly on the notes and surveys to help graphically identify the interests of each stakeholder and to ensure each interest or concern has been represented (COE notes and surveys are attached as Exhibit A). For the purpose of objectifying this process for accuracy, CIDA tasked a staff member unfamiliar to the specifics of the project and not in attendance at any of the community outreach events to review the notes, create the categories and catalogue each of the stakeholder interests and concerns.

2. **Filter:** During the community outreach event efforts there were several instances of single stakeholders speaking with several team members in separate break out discussions, attending multiple COE events and/or filling out surveys in which the same or similar interests were reiterated. As a means to control the magnitude of each stakeholder interest, goal and concern documented, CIDA reviewed notes taken by all Project Team members across all community outreach events and for the purpose of discerning duplication by the same stakeholder. These distilled stakeholder criteria were also vetted against the individual surveys received. The result of this process is represented in the following Graphics 2A – 2D. 'Similar' interests or concerns are represented by color, with the intent that each sticky note of the same color represents a different stakeholder. With the exception of the 'Concerns' category, the colors used for the sticky notes relate back to the color used in the infographic (Graphic 1A). Since most of the concerns fell into the 'Miscellaneous' category of Graphic 1A, and for the purpose of more accurately conveying

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the concerns verbalized by the public stakeholders, we created a separate, more granular list of categories with unique colors for Graphic 2C. The goal of this filtering process and associated graphics is to provide an accurate perspective of public stakeholder interests and concerns without over or under-representing singular stakeholders.

3. **Prioritize:** This is the process of applying magnitude to each of the catalogued goals and challenges in the previous tasks. The magnitude of a particular category is determined by the quantity of stakeholders representing that category. This final process is represented as simple statistics in the below Graphics 3A – 3D.

Findings and Recommendations:

As the following Graphics 3A – 3D indicate, the primary public stakeholder interests and concerns distilled from the community outreach events are as follows (Results indicated below are for top 50% for each category):

- ☐ For 'Building Vision' Category:
 - o Event Space 23%
 - o Recreation 21%
 - o Museum and Exhibition 14%
- ☐ For 'Site Vision' Category
 - o Access & Parking 22%
 - o Recreation 14%
 - o Tribal Heritage 12%
- ☐ For 'Concerns' Category
 - o Community Concerns 23%
 - o Funding/ Costs 18%
 - o Building Design 18%
- ☐ For 'Proposed Solutions' Category:
 - o Tribal Heritage 36%
 - o Community Gathering Space 15%

In addition to these statistics based on each category, there were several interests and concerns that resonated with the Design Team as needing to be recognized aside from how they were catalogued because of how the interest distills popular public sentiment, how it captures cultural sensitivity or due to of the resolve of the comment as it relates to difficult design challenges. Those notable items are as follows:

Tribal Stakeholder Comments (Clatsop-Nehalem Outreach Meeting):

- *The existing buildings lack a visual connection to the estuary. Connectivity between people and nature is highly valued in tribal culture.*
- *The Ne'cus site was traditionally a place of welcoming and hosting visitors traveling by water. This is the reason the Welcoming Man faces west. Consider incorporation of a new welcoming figure facing East to greet travelers of today.*
- *We want the public to know the history of the site, how our ancestors lived with the land, and to know that we are still here.*
- *We hope the site and buildings will be developed in a way that respects tribal values (i.e. sustainable, minimalistic, strong connection with nature) and isn't done in a false or 'cartoonish' manner.*
- *Ne'cus should be for everyone, enjoyed by all, and a place where all cultures and walks of life can exist harmoniously together.*

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- *Our ancestors lived there for millennia, we don't want to show up to be turned away.*
- *We would like to be able to use the site to host other tribes and to hold our traditional ceremonies.*

Public Stakeholder Comments (COE #s 1-3):

- *The existing buildings help buffer the park from off-site noise impact, lending to the site's serenity.*
- *The food bank should remain. It is critical for the community and highly used.*
- *We must respect the tribal history of the site. We don't know exactly what that history is, but we would like to learn about it when experiencing the buildings and site.*
- *The buildings and site should be available to the Cannon Beach community. There are few places like the existing gym that can accommodate large gatherings of the local community.*
- *The spaces should be used to support tourism, local businesses and residents by being used to host community events and exhibitions, as well as provide for indoor and outdoor recreation.*
- *No parking between the buildings and estuary. We can't give homage to the historical and ecological significance of the site while looking through a parking lot.*
- *Has the Design Team discussed options with the city for possibly waiving the parking requirements? Cannon Beach is a walkable town, people will find a place to park like they do now. Parking shouldn't be the driving factor in developing the site.*
- *The site needs to be a place of learning and of self-reflection. A place to be discovered and to discover oneself.*
- *Use of the site and buildings should strike a balance between visitor and local interests.*

While the community outreach events were represented by a diverse cross section of the Cannon Beach community, CIDA noted that the Latinx community, local businesses and visitors were underrepresented at these events. For greater accuracy in representing a holistic voice of Cannon Beach with regards to this project we recommend additional outreach events targeted at incorporating these three stakeholders be held.

In general, in speaking with the public and tribal stakeholders throughout this outreach process the Design Team was left with the resounding sentiment that the local community and the Clatsop-Nehalem Tribe are in support of reactivating the Ne'cus site. Perceived challenges were articulated with most notable being the desire to not have parking between the existing structures and the estuary, on-site and off-site wayfinding, preservation of tribal heritage and securing adequate budget to sufficiently meet the project vision, all of which we will endeavor to further define and resolve with additional community outreach and City collaboration in the next project phase. The vast majority of goals and interests expressed by individual stakeholders are largely in sync with one another, lending to a unified vision of Ne'cus as an adaptive, culturally rich gathering place for visitors, locals and the Tribe for a range of group-oriented functions.