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# COMMUNITY ENGAGEMENT STRATEGY (REVISED DRAFT)

Clackamas County Parks System Plan Update  
December 16<sup>th</sup>, 2025

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## PROJECT OVERVIEW

The Clackamas County Parks System Plan (PSP) will guide future decision-making, planning, and operations for a long-term, fiscally sustainable system for County parks. Clackamas County Parks span almost 1,000 acres of public land across 11 parks, 4 water access points, and along the Springwater Corridor Trail. These spaces provide outdoor recreation opportunities including camping, picnicking, hiking, fishing, and water access to approximately 1.4 million visitors each year. The County's PSP will be a blueprint for the future of the parks system to guide decisions on operations, service levels, maintenance, capital improvements, portfolio management, and funding. The Plan will define the role of County Parks within the regional recreation system while balancing community desires with operational and financial sustainability.

Clackamas County's current Parks System Plan was last updated over 20 years ago and no longer reflects current conditions and community priorities. The purpose of the Parks System Plan update is to ensure County Parks continues to meet the community's evolving needs and to support strategic investment decisions as resources, funding, and the County's park assets shift over time. The purpose of this document is to outline a strategy and array of tools to inform and gather input from a diverse set of County Park users, visitors and other stakeholders to help ensure that the Clackamas County Parks System Plan update meets the needs and wants of the community in the future.

## COMMUNITY ENGAGEMENT OBJECTIVES

Community members, partners and stakeholders will have many opportunities to help shape the PSP. The purpose of this community engagement strategy is to describe ways in which the County will engage with key stakeholders and the community in the Clackamas County Parks System Plan Update process. The community engagement process aims to meet the following goals:

- **Inform** the community about Clackamas County Parks and the PSP with timely, transparent, and accurate information.
- **Educate** community members about planning and decision-making processes.
- **Consult** and involve the community in identifying current and future needs and priorities for investment in County parks over the next 10 years.
- **Ensure** community members understand how decisions are made and how their feedback influences decisions.
- **Partner** with county and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach** a diversity of stakeholders who reflect existing, potential and future users and stewards of County parks.

## KEY MESSAGES

The purpose of key messages is to provide clear and consistent talking points. Key messages will be applied to various communications materials including the project website, informational materials, social media, news media, and direct stakeholder communications. The following key messages will be refined and expanded throughout the project to meet evolving needs.

**The Parks System Plan will guide how County parks are managed. The updated Parks System Plan will:**

- Be the County's blueprint for how County parks are operated, maintained, and improved.
- Guide decision-making over the next decade, ensuring that operations, assets, and investments are aligned with community needs and fiscal realities.
- Define the role of County Parks within the regional recreation system and support long-term operational and financial sustainability.

**The updated Parks System Plan will reflect the community's vision and priorities.**

- The System Plan Update will be developed with extensive and meaningful community engagement.
- Community input will be gathered through a variety of methods to ensure as many voices will be heard as possible.

- Community input will directly inform priorities, investment strategies, and the long-term vision for County Parks.

### **What is Clackamas County's Park System?**

- Many parks exist within Clackamas County, but most are managed by different agencies. This PSP focuses specifically on parks owned and operated by Clackamas County, not those managed by cities, private agencies (i.e., Portland General Electric), the North Clackamas Parks and Recreation District, the region (Metro), the State (Oregon State Parks), or federal agencies (i.e. United States Forest Service, Bureau of Land Management).
- Parks managed by the County often serve as a transition between urban areas and the natural landscapes. Explore a map of all the parks owned and operated by Clackamas County [here](#).

## **COUNTY PARK USER DEMOGRAPHICS**

The following demographic profile provides context for Clackamas County and the State residents as well as Clackamas County Parks users and visitors. This will help to identify priority populations and tailor outreach methods. Park-user data were obtained from Datafy, a cell-phone-based mobility analytics platform that aggregates anonymized visitation information. These data represent users of all Clackamas County parks (excluding Stone Creek) between July 1, 2024, and June 30, 2025. To contextualize these estimates, comparable demographic information from the 2023 5-year American Community Survey (ACS) is presented for both Clackamas County and Oregon.<sup>1</sup>

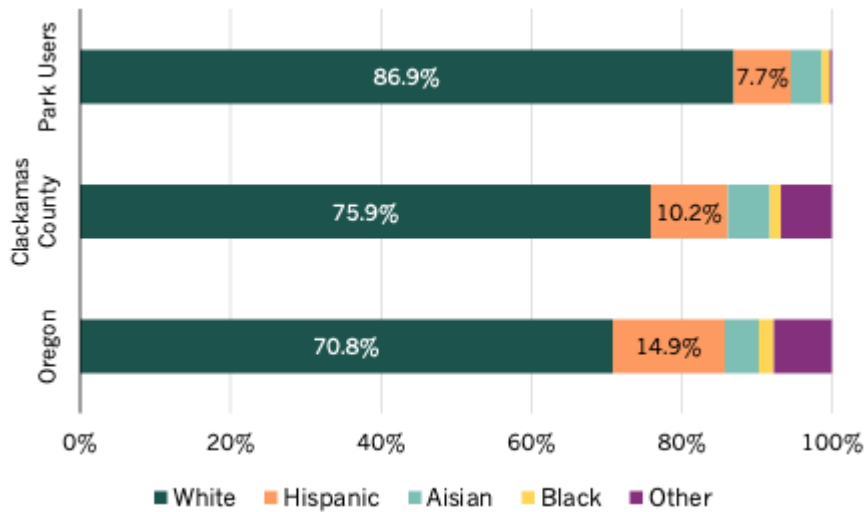
### **Race and Ethnicity**

Approximately 87 percent of Clackamas County park users identify as white. This is notably higher than both the countywide population share (76 percent) and the statewide share (71 percent). Roughly eight percent of users identify as Hispanic or Latino, compared to 10 percent at the county level and 15 percent statewide. These data suggest that park usership in Clackamas County skews more heavily white than the demographics of the resident population.

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<sup>1</sup>Both Datafy and ACS data include sampling error. Additionally, Datafy estimates reflect behaviors of individuals carrying mobile devices and do not include users under age 16. As such, differences between Datafy and ACS estimates may reflect methodological variation in addition to true differences in park usership.

### Exhibit 1. Race and Ethnicity of Park Users, Clackamas County, Oregon

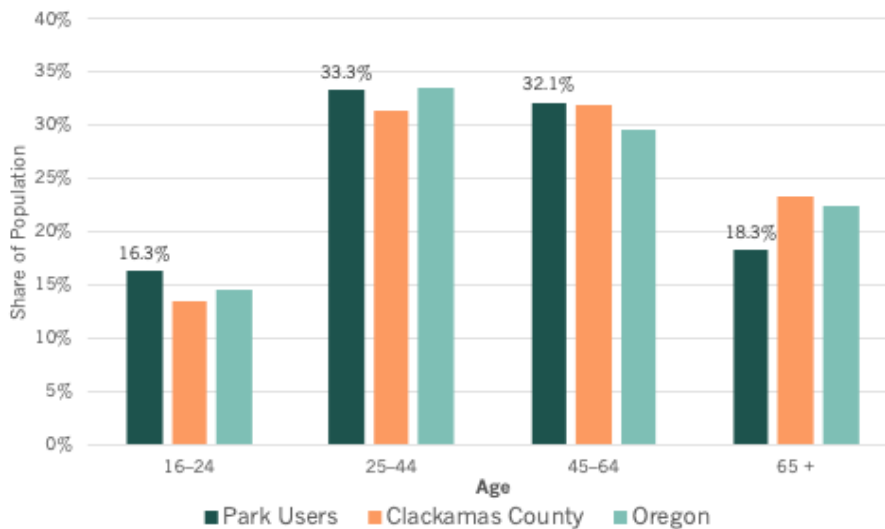


Source: Datafy (2025); U.S. Census Bureau 5-year ACS (2023); EConorthwest

### Age

People ages 25 to 64 constitute the majority of observed park users accounting for about 65 percent of total usership. Younger adults (ages 16 to 24) and older adults (65 and older) make up a smaller proportion of users relative to the middle-aged population.

### Exhibit 2. Age of Park Users, Clackamas County, Oregon



Source: Datafy (2025); U.S. Census Bureau 5-year ACS (2023); EConorthwest

Note: Datafy does not collect data from users under the age of 16.

## Income

People in households earning between \$100,000 and \$150,000 per year make up the largest share of park users (about 27 percent), a proportion that is higher than the county and statewide population shares. Overall, park user income levels generally align with county and state distributions, and the data do not indicate a strong skew toward either higher- or lower-income households.

**Exhibit 3. Annual Household Income of Park Users, Clackamas County, Oregon**



Source: Datafy (2025); U.S. Census Bureau 5-year ACS (2023); ECONorthwest  
Note: Datafy does not collect data from users under the age of 16.

## Education

Park users are split between those with a high school education or less (55 percent) and those with a college degree (45 percent). This reflects a relatively even distribution across the two broad education groups.

**Exhibit 4. Education of Park Users, Clackamas County, Oregon**

Education	Park Users
High School	54.9%
Bachelors	40.8%
Graduate	4.3%

Source: Datafy (2025)

## Summary

Datafy estimates indicate that most observed park users are white, with smaller shares identifying as Hispanic or Latino or other racial and ethnic groups. Park users are predominantly adults between ages 25 and 64, with fewer users in the 16–24 and 65-and-older age groups. Household incomes among users are distributed across ranges, with the largest share in the \$100,000–\$150,000 bracket and no strong concentration at either the lowest or highest income levels. Educational attainment is divided between users with a high school education or less and those with a college degree, with a slight majority in the high school–or-less group.

## STAKEHOLDERS AND PARTNERS

Community members and stakeholders will have multiple opportunities to participate in the Clackamas County Parks System Plan Update. This section identifies the spectrum of stakeholders and the variety of ways in which the County will engage community members in the process. A more detailed list of stakeholders is provided in Appendix A. This database is intended to identify the broad range of groups that might be interested in or impacted by this project and will be updated periodically.

Category	Organizations/Groups to Engage
<b>General Public</b>	Clackamas County residents
	Residents of Cities and Counties in the Portland Metropolitan Region
	People who live and/or own businesses near and adjacent to parks
	Communities historically underrepresented in government planning efforts
<b>Park Enthusiasts</b>	Park Visitors
	Park Volunteers
	People Who Would Like to Visit Parks but Don't or Aren't Able to
	Park Visitors outside of Clackamas County
<b>Organizations</b>	Businesses and Business Organizations
	Community Organizations
	Outdoor Recreation Organizations and Businesses
	Environmental Organizations and Businesses
	Recreation Groups (Camping, Hiking, Boating, etc. Guides and Excursions)

Category	Organizations/Groups to Engage
	Community-Specific Recreation Groups (BIPOC, Youth, LGBTQIA+, Veterans, etc.)
	Mt. Hood Territory and other Tourism groups
	Recreational Forestry partners
<b>Jurisdictional Staff</b>	Staff of Cities in Clackamas County
	Staff of Cities and Counties in the Portland Metropolitan Region
	State & Parks Entities
<b>Clackamas County Staff and Volunteers</b>	County Parks staff
	Other County Staff
	Parks Advisory Board
	County Parks volunteers
	Public Health staff
	Planning and Land Use Department
<b>Elected Officials</b>	Elected Officials of Cities in Clackamas County
	Elected Officials of Cities and Counties in the Portland Metropolitan Region
	Clackamas County Board of Commissioners
	State Legislators
<b>Other</b>	Philanthropists

## ENGAGEMENT METHODS

The following table summarizes primary community engagement methods that will be used over the course of this project. Additionally, this table shows the target audience intended to be reached through the engagement method.

Engagement Form/Activity	Description	Audience
<b>Public Advisory Committee (PAC)</b>	<p>A Public Advisory Committee (PAC) will be convened of people from different parts of the community who care about and/or are impacted by County parks. There will be four PAC meetings to give members the opportunity to:</p> <ul style="list-style-type: none"> <li>• Review and give feedback on project plans and products.</li> <li>• Advise on public engagement.</li> <li>• Be asked to help the project team host public events.</li> <li>• Share information with specific groups or interests.</li> <li>• Encourage community members to participate in the process.</li> <li>• Discuss and prepare a recommendation regarding the draft final Clackamas County Parks System Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Community Members</li> <li>• Key Stakeholders</li> </ul>
<b>Technical Advisory Committee (TAC)</b>	<p>A Technical Advisory Committee (TAC), which will work in tandem with the PAC, will include staff, agency partner, and service provider technical experts. Up to four TAC meetings will be held to review project materials and give advice on technical matters.</p>	<ul style="list-style-type: none"> <li>• Agency Partners</li> <li>• Service Providers</li> </ul>
<b>Board of County Commissioners Briefings</b>	<p>Regular briefings will be provided to the Clackamas County Board of Commissioners throughout the course of the project to keep them informed, offer an opportunity to give Input and encourage participation in the process.</p>	<ul style="list-style-type: none"> <li>• County Commissioners</li> </ul>

Engagement Form/Activity	Description	Audience
<b>Focus Groups</b>	In the first phase of work, stakeholder focus groups will be conducted with park field staff, agency partners, and other relevant subject-matter experts. The purpose of these initial focus groups is to understand jurisdictional and operational opportunities, constraints, and values, and identify performance metrics for evaluating priorities.	<ul style="list-style-type: none"> <li>• Agency Partners</li> <li>• Key Stakeholders</li> </ul>
	In the second phase of work, community focus groups will be conducted to reach the County’s broader park users and interest groups. These discussions will provide an opportunity to generate priorities for investments in County Parks. These focus groups will align with the materials and objectives of a community meeting.	<ul style="list-style-type: none"> <li>• Interest Groups</li> <li>• Key Stakeholders</li> <li>• Community Members</li> </ul>
<b>Community Event</b>	An in-person community event will be held to offer the public the opportunity to learn more about the County Parks system, comment on a draft parks plan vision and participate in discussions to identify “big ideas” for achieving this vision. This hands-on event will combine education and dialogue about the big questions facing County parks, and the feedback will be used to draft preliminary goals and objectives for the Parks System Plan and inform the Plan’s roadmap for implementation.	<ul style="list-style-type: none"> <li>• Community Members</li> </ul>
<b>Tabling Events</b>	Tabling activities will be held at community events, parks and trailheads to increase awareness about the project, promote upcoming engagement opportunities and support data collection on park use and funding priorities through intercept surveys. This will ensure public input is incorporated into the financial analysis and evaluation process.	<ul style="list-style-type: none"> <li>• Community Members</li> </ul>
<b>Surveys</b>	An internal staff survey will supplement participation and representation in the first three focus groups to extend information gathering in the initial phase.	<ul style="list-style-type: none"> <li>• Agency Partners</li> </ul>

Engagement Form/Activity	Description	Audience
	Up to two online public surveys/StoryMaps will be developed to align with the outreach and communication objectives of the relevant phase. The first survey will provide an opportunity to generate priorities for investments in County Parks. The second survey will provide an opportunity to comment on the draft plan before finalization.	<ul style="list-style-type: none"> <li>Community Members</li> </ul>

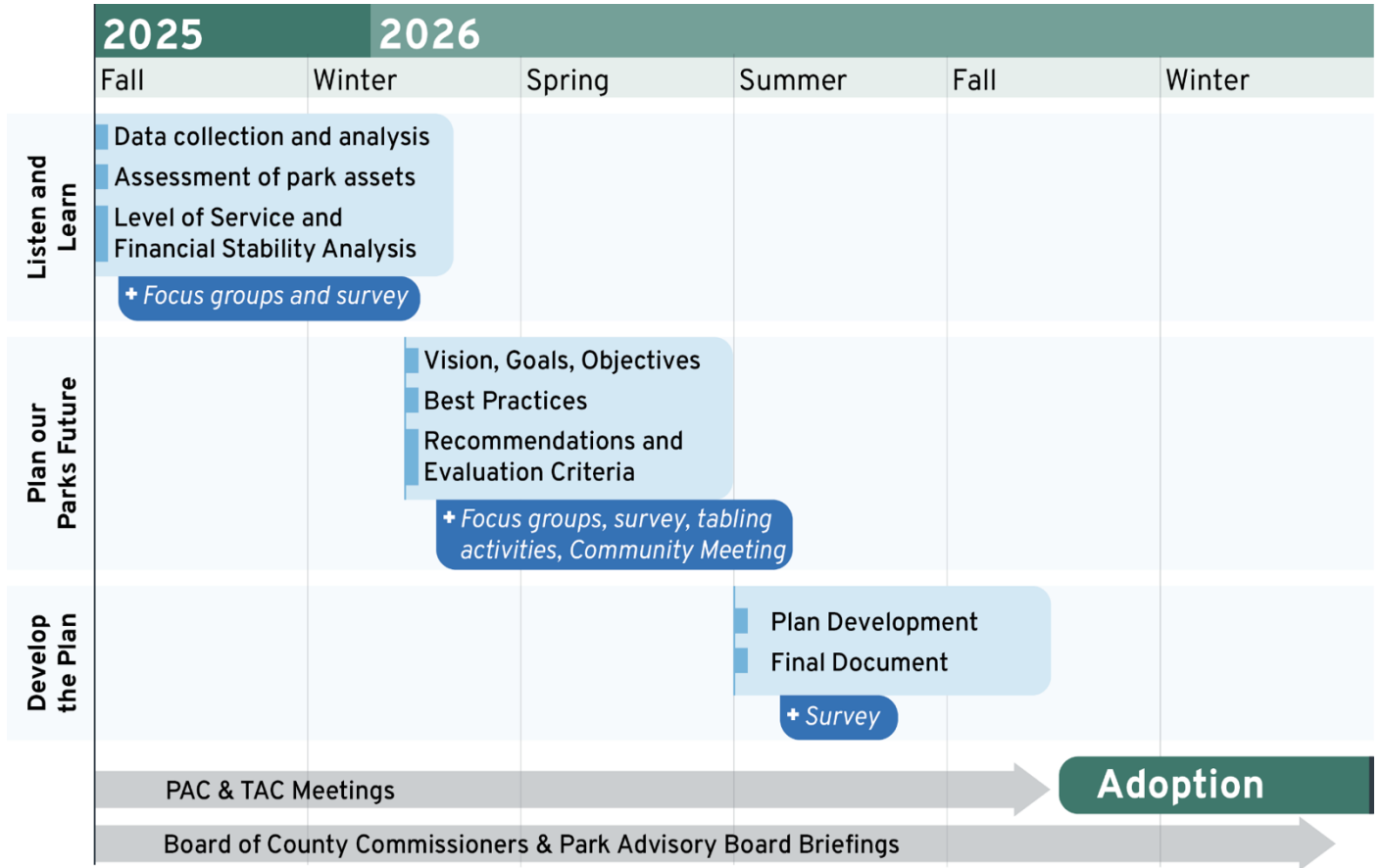
## COMMUNICATION METHODS

In addition to the above activities, the following communication tools can provide information about events, activities, and opportunities to be involved in developing the PSP.

Communication Methods	Description
<b>Project Website</b>	An informative and accessible project webpage will be posted on the County’s website throughout the project. Content may include a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project’s status and a portal for people to provide input.
<b>Social Media</b>	Social media posts on County social media platforms will be used to help increase project awareness and promote opportunities for engagement.
<b>Fact Sheet</b>	A fact sheet to help educate and inform the community about County parks and the Parks System Plan process will be used in a variety of ways, including being attached to digital communications and passed out as a flyer.
<b>Email Lists and Media Releases</b>	Occasional updates will be sent to lists of interested parties, park users and other relevant audiences to help increase project awareness and promote opportunities for engagement.
<b>Media Releases</b>	Targeted releases for the media, organization newsletters and other interested groups will be used to help increase project awareness and promote opportunities for engagement.

# PROJECT SCHEDULE

This graphic schedule outlines key milestones throughout the project.



## APPENDIX A: Stakeholder Database

Category	Organization / Group
General Public	Clackamas County residents
General Public	Portland Metropolitan Region residents
Park Enthusiasts	Park Visitors
Park Enthusiasts	Park Volunteers
Park Enthusiasts	People Who Would Like to Visit Parks but Don't or Aren't Able to
Park Enthusiasts	Tourists (Local and Beyond)
Organizations	Clackamas County Community Planning Organizations (CPOs)
Organizations	Hamlet of Beavercreek
Organizations	Hamlet of Mulino
Organizations	Stafford Hamlet
Organizations	Abernethy Grange #346
Organizations	Beavercreek Grange #276
Organizations	Boring-Damascus Grange #260
Organizations	Clarkes Grange #261
Organizations	Eagle Creek Grange #297
Organizations	Frogpond Grange #111
Organizations	Garfield Grange #317
Organizations	Harding Grange #122
Organizations	Maplewood Grange #662
Organizations	Milwaukie Grange #268
Organizations	Molalla Grange #310
Organizations	Redland Grange #796
Organizations	Springwater Grange #263
Organizations	Sunnyside Grange #842
Organizations	The Sandy Grange #392
Organizations	Warner Grange #117
Organizations	<a href="#">Mt. Hood Territory</a>
Organizations	Next Adventure

Organizations	REI
Organizations	<a href="#">Clackamas River Outfitters</a>
Organizations	<a href="#">Spicy's Fishing and Outdoor Excursions</a>
Organizations	<a href="#">North American Guide Service</a>
Organizations	<a href="#">Blue Sky Whitewater Rafting</a>
Organizations	<a href="#">Trackers Earth</a>
Organizations	<a href="#">Mt Hood Bicycle</a>
Organizations	<a href="#">Meadowlark Ski and Sports</a>
Organizations	River Keepers
Organizations	Trail Keepers of Oregon (TKO)
Organizations	Travel Oregon
Organizations	Recreational Forestry partners
Organizations	Association of Northwest Steelheaders
Organizations	Mount Hood Stewardship Council
Organizations	Madrone Wall Preservation Society
Jurisdictional Staff	Staff of Cities in Clackamas County
Jurisdictional Staff	Staff of Cities and Counties in the Portland Metropolitan Region
Jurisdictional Staff	Bureau of Land Management
Jurisdictional Staff	Oregon State Parks
Jurisdictional Staff	Department of Natural Resources
Jurisdictional Staff	North Clackamas Parks and Rec Department
Jurisdictional Staff	Oregon Department of Forestry
Clackamas County Staff	County Parks staff
Clackamas County Staff	Other County Staff
Clackamas County Volunteers	Parks Advisory Board Committee for Community Involvement (CCI)
Clackamas County Staff	Public Health staff
Clackamas County Staff	Planning and Land Use
Elected Officials	Elected Officials of Cities in Clackamas County
Elected Officials	Elected Officials of Cities and Counties in the Portland Metropolitan Region
Elected Officials	Clackamas County Board of Commissioners

Elected Officials	State Legislators
Organizations	<a href="#">Columbia Land Trust</a>
Organizations	<a href="#">Clackamas Basin Watershed Council</a>
Organizations	<a href="#">Clackamas County/OSU Extension</a>