



**FOREST GROVE**  
**FORWARD**

YOUR VOICE, YOUR VISION

Economy Vision Labs  
April 8 + April 22, 2025



SSW CONSULTING



**01**

**Forest Grove Forward  
Project Overview**

**02**

**Community  
Engagement  
+ Outreach Snapshot**

**03**

**Community input for  
Vision of Forest Grove  
in 2040**

**04**

**Community input for  
Economy Focus Area**

**05**

**Reflection Questions +  
Next Steps**



**01**

**Forest Grove Forward  
Project Overview**

# What is Forest Grove Forward?



Forest Grove Forward is a community visioning project where we will translate community aspirations into a clear vision for 2040 to guide the City's strategic planning and decision-making.

This is an inclusive process to engage community members to have a voice in how they want Forest Grove to look, feel, and function in the future.

# What does the community vision include?



- A shared vision that describes the community residents want Forest Grove to be in 2040
- A set of community values that describe what is important to people in Forest Grove and what should guide us in implementing the vision
- An action plan with specific goals that describe the future conditions for the community and supporting actions that outline focused approaches to achieving the goals.



# Why is having a community vision important?

Cities have many complex priorities to juggle in creating vibrant, resilient, and inclusive communities.

As Forest Grove considers topics – such as housing, roads, utilities, economy, parks and recreation, public safety, and climate – it is important to have broadly supported direction and an actionable plan that is aligned with the values and aspirations of the people who live and work in Forest Grove.

# Process Overview



## 1 SCOPING + PLANNING

- Project Charter
- Project Game Plan + Timeline
- Review background materials
- Steering Committee recruitment materials

## 2 ENGAGEMENT STRATEGY

- Updated Community Profile
- Stakeholder Map
- Project Brand + Key Messages
- Communications + Engagement Plan
- Steering Committee kick-off meeting

## 3 ENGAGE COMM. + ORG.

- Vision outreach materials
- Conduct engagement
- Engagement summary
- Engagement evaluation report
- Steering Committee Meeting

## 4 VISION DEVELOPMENT

- Engagement database
- Draft Vision, Values, and Goals
- Present draft VVG to City Council, Steering Committee, staff, and community
- Gather input + refine

## 5 ACTION PLANNING

- Vision lab focus groups
- Develop supporting actions for each goal area
- Incorporate comments from public review to refine VVG
- Steering Committee meeting
- Draft Vision + Action Plan
- Outline implementation structure

## 6 FINALIZE VISION + ACTION PLAN

- Final public comment period
- Finalize Vision, Values, Goals, and Initiatives
- Present Community Vision + Action Plan to City Council for adoption

## 7 IMPLEMENT + CELEBRATE

- Implementation memo with recommendations
- Training templates and materials
- Progress reporting tools
- Launch Vision!



We are here



# Project Schedule



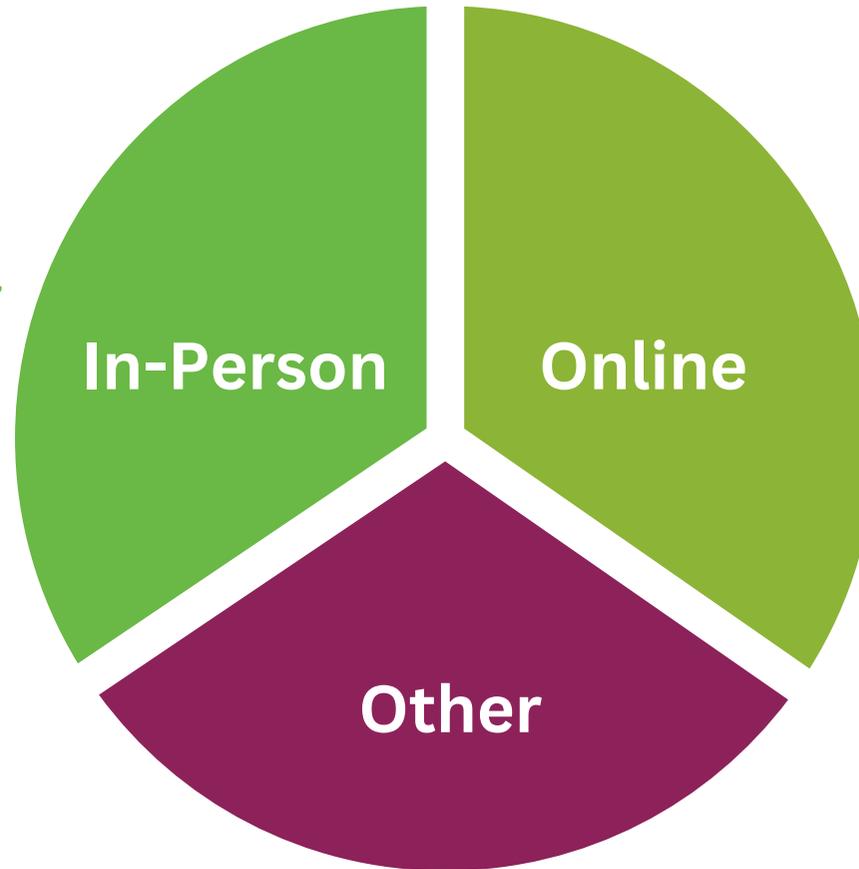


**02**

**Engagement  
+ Outreach Snapshot**

# How have we engaged Forest Grove?

- **Community Events**
  - Farmers Markets, National Night Out, Festival of the Arts, High School Football Game, Annual Town Hall, Sidewalk Chalk Art Festival, Corn Roast, Oktoberfest, and more!
- **Business Community**
  - Engaging with Local Businesses
  - Economic Development Commission
  - Chamber Events
- **Partnership with Veritas**
  - 1:1 Interviews
  - Group Event
- **Youth Engagement**
  - FGHS Football Game
  - Teen Library Council
  - Mayor Youth Council
  - FGHS Lunch Engagement
- **Steering Committee Meetings**
- **Rotary Club**



- **Community Survey**
- **Forest Grove Social Media Pages**
- **Forest Grove E-Newsletter**
- **City Website**
- **Chamber partnership - social media and e-newsletter**
- **Pacific University - distributed content and survey link to all University Clubs and organizations**

- **Utility bill inserts**
- **Posters, flyers, table tents**
  - **Local businesses, Pacific University, apartment complexes, senior living communities, + City facilities**
- **Community Leader Interviews**



# Who did we hear from?

- 9 Community Leader Interviews
- 4 Community Group Meetings
- 60 Participants at Community Meetings
- 1,597 Community Survey Respondents
- 25 Community Events
- 2,300+ Engaged at Community Events
- 1 Latino Outreach Event
- 57 Latino Intercept Surveys
- 59 Businesses Visited
- 26 Apartments and 2 Senior Living Facilities Visited
- 7 Pacific University Student Meetings/Events
- 5 Youth Meetings/Events





**03**

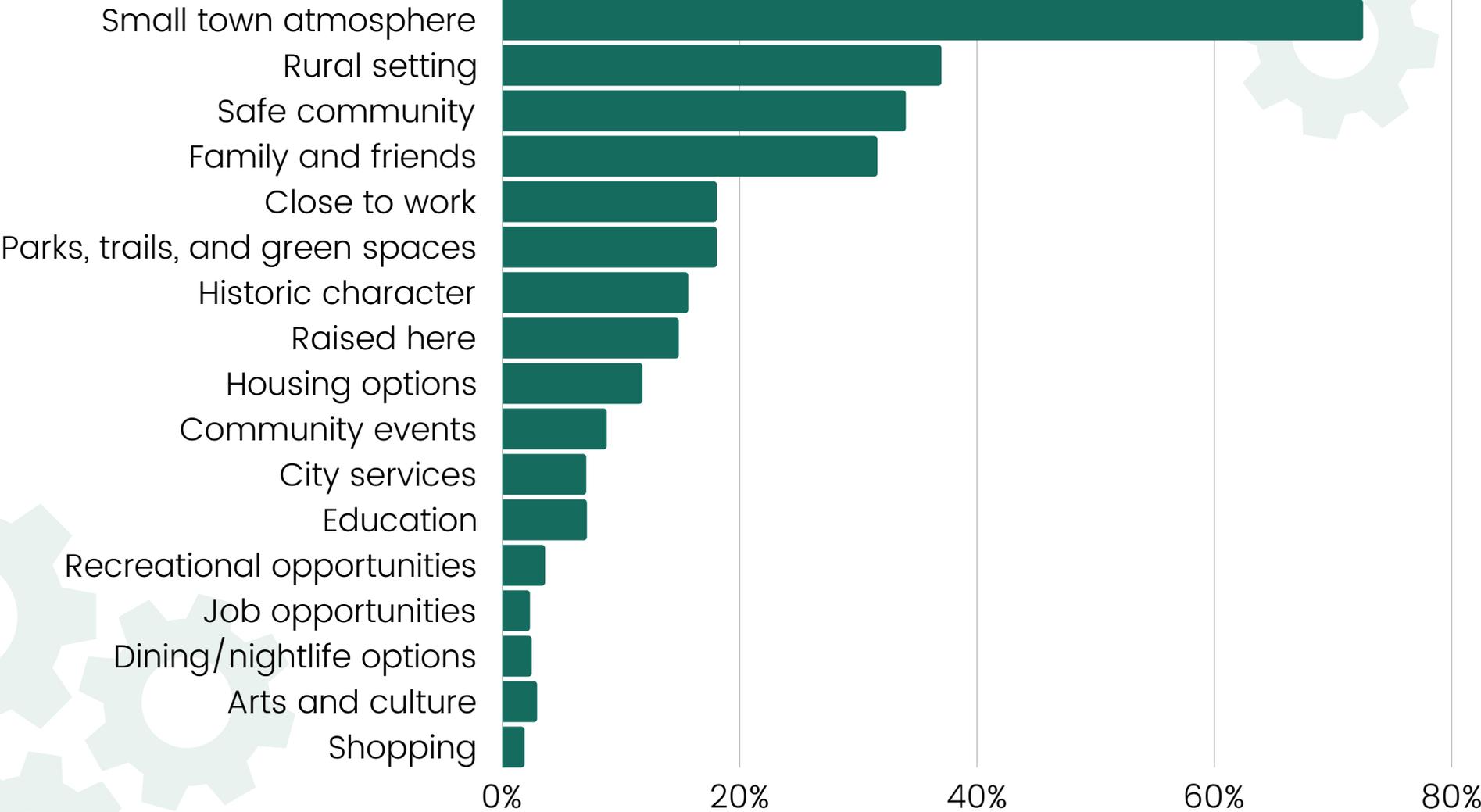
**Community input for  
Vision of Forest Grove  
in 2040**

**What should we preserve into the future? What do people love about Forest Grove?**





# What are the top three reasons why you live, work, learn, play, or visit in Forest Grove?



# Vision: What is our desired state in the next 15 years?

## Vision Themes from Community Survey + Events:

- Unique identity, not a Portland suburb
- Preserves the warmth, charm, and close-knit spirit that people love about small-town living
- Thoughtful growth - Intentional about the kind of businesses and housing that are brought into Forest Grove
- Preserve natural environment - trees, green spaces, farmland
- Historic character - homes, neighborhoods, trees, downtown
- Family friendly - Great schools, activities for youth, parks, events
- Bike friendly/walkable + easy to get around town
- Vibrant downtown - Honors historic feel, clean, locally owned businesses, full occupancy
- Safe
- Lots of community events and opportunities for residents to gather, spend time together

# Vision: What is our desired state in the next 15 years?



## Vision Themes from Veritas Outreach:

- Tranquil, small-town feel
- Cleanliness
- Parks
- Job opportunities
- Affordable housing
- Lack of homelessness and crime

## Vision Themes from Youth Outreach:



- More opportunities to shop, eat, play, and gather in town
- Connected and supportive community
- Preserve natural beauty and access to nature

# Vision: What is our desired state in the next 15 years?



## Vision Themes from Business Outreach:

- Better access to stores downtown (parking and sidewalks)
  - Beautiful and aesthetically-pleasing downtown to draw in residents and tourists
  - Tourism
  - Support for small businesses
  - Active communication between City and business community
- 



# 04

## Community input for Economy Focus Area

# Engagement Results: Economy

What did we hear related to the economy?

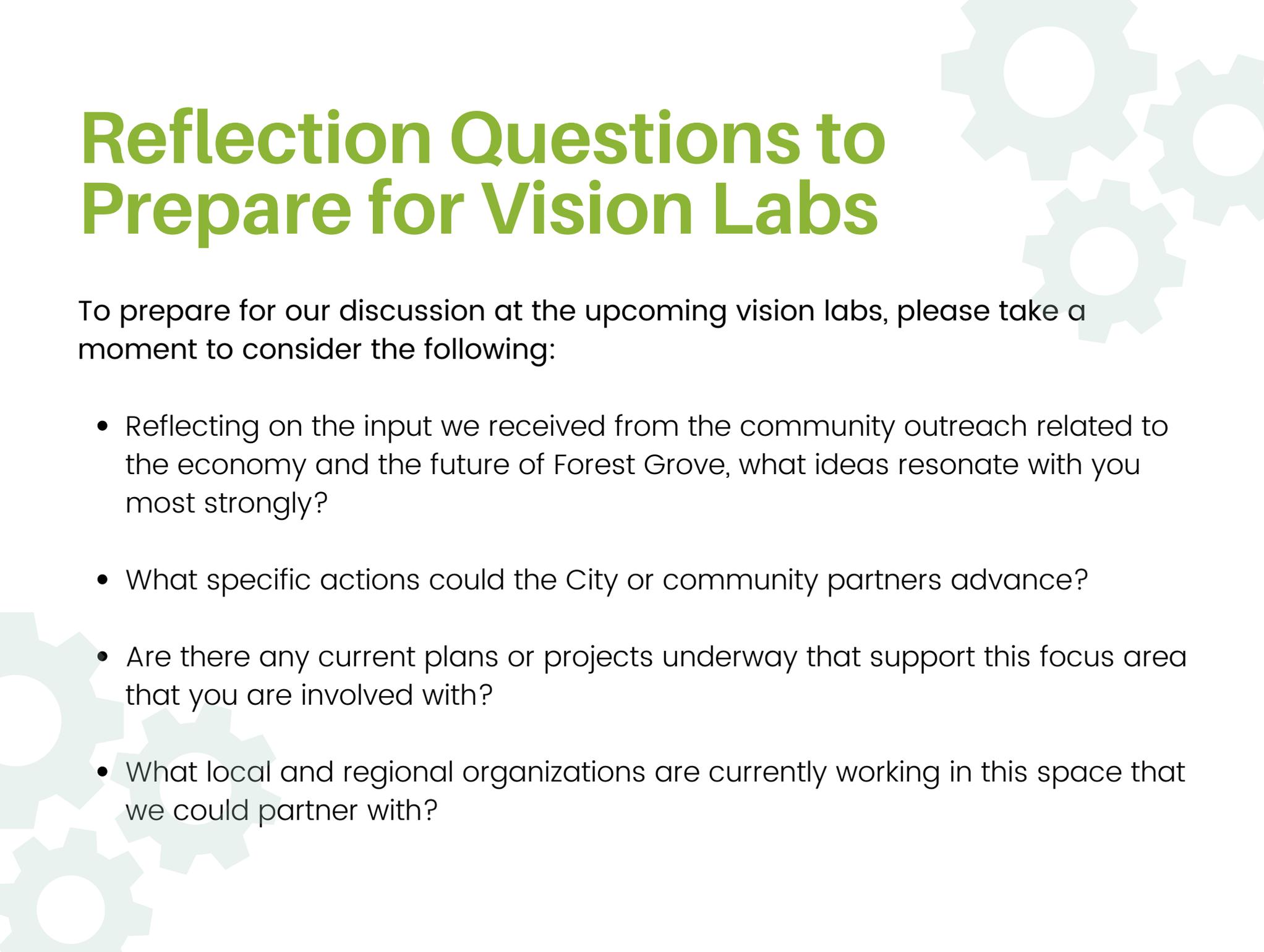
- Additional grocery store – ideally natural/organic/upscale
- More dining options – no chains, include some upscale options, variety of cuisine
- More activities and shopping options to get residents to stay in town
- Support small and local businesses to preserve town's character
- Revitalize downtown/Main Street
  - Business support
  - More consistent store hours and longer store hours
  - Full occupancy for storefronts
  - Update infrastructure (buildings, facades, roads)
  - Walkability
  - Main Street closed for foot traffic only
- Better parking downtown
- Small business support and incentives
- Improved aesthetic and beautification of downtown (storefronts, lighting, signage, sidewalk repairs, street sweeping, twinkle lights)
- Encourage tourism and make Forest Grove a destination (more restaurants, gathering spaces, advertise downtown, signage, more welcoming)
- City involvement in the Main Street USA program
- Additional shopping center and shopping opportunities
- More activities and gathering spaces for youth
- Movie theater, arcade, coffee shop, parks, sports fields, trails, recreation/community center
- Maintain small-town feel and unique character



**05**

**Reflection Questions +  
Next Steps**

# Reflection Questions to Prepare for Vision Labs



To prepare for our discussion at the upcoming vision labs, please take a moment to consider the following:

- Reflecting on the input we received from the community outreach related to the economy and the future of Forest Grove, what ideas resonate with you most strongly?
- What specific actions could the City or community partners advance?
- Are there any current plans or projects underway that support this focus area that you are involved with?
- What local and regional organizations are currently working in this space that we could partner with?

# Next Steps

## Attend the Economy Vision Labs\*!

- Economy Vision Lab #1
  - 12:00 p.m. on Tuesday, April 8th
  - Community Auditorium
- Economy Vision Lab #2
  - 12:00 p.m. on Tuesday, April 22nd
  - Community Auditorium
  -

\*Please plan to attend both dates

