

RIVERFRONT REIMAGINED FEASIBILITY REPORT

June 2025
Newberg, Oregon

TRAVEL



OREGON



Acknowledgements

This feasibility report for the Riverfront Reimagined project would not have been possible without collaboration and participation from the following organizations:

Chehalem Parks & Recreation District

City of Newberg

Oregon State Marine Board

Taste Newberg

Yamhill County

Executive Summary

The Riverfront Reimagined feasibility report, prepared for Taste Newberg as part of Travel Oregon's Recreation Ready program, proposes the creation of a new, accessible water trail access point near the confluence of the Willamette and Yamhill rivers in Newberg, Oregon. This initiative aims to diversify the region's tourism offerings beyond wine, enhance recreational opportunities for residents and visitors, and improve accessibility for individuals with diverse abilities. Through community engagement, visitor trend analysis, and expert consultation on disability inclusion, the report identifies both opportunities and constraints.

Key opportunities include strong community support, Oregon's favorable perception for water recreation, and potential economic diversification. Constraints involve addressing environmental concerns, visitor expectations and accessibility gaps. The report recommends a holistic approach to project development, prioritizing inclusive design, community input and ongoing maintenance. Site evaluations focus on Rogers Landing County Park, the decommissioned City of Newberg landfill, and the Highway 219 River Launch Site, and outline site-specific considerations. An action plan for Phase II funding is provided to advance this project toward implementation by focusing on feasibility analyses, stakeholder engagement and collaborative planning. This project has the potential to transform Newberg's riverfront, creating a vibrant, inclusive recreation destination.

CONTENTS

04	RECREATION READY BACKGROUND
06	ACCESS AND EQUITY IN THE OUTDOORS
08	STEERING COMMITTEE
10	PROJECT DESCRIPTION AND BACKGROUND
12	EXISTING CONDITIONS
14	RESEARCH
23	COMMUNITY ENGAGEMENT
26	OPPORTUNITIES AND CONSTRAINTS
30	RECOMMENDATIONS FOR ACCESSIBILITY & INCLUSION IN PROJECT DEVELOPMENT
34	RECOMMENDED ACTION PLAN FOR PHASE II
37	APPENDIX

PREPARED FOR

Taste Newberg

RECIPIENT OF

Travel Oregon Recreation Ready Program

PREPARED BY

C2 Recreation

Empowering Access

Travel Oregon

RECREATION READY BACKGROUND





To support Oregon communities in developing new outdoor recreation visitor experiences that enhance local communities, grow economic opportunities, respect natural environments and increase access and equity in the outdoors, Travel Oregon launched the Recreation Ready program in 2024.

Designed to provide communities with early project planning, technical assistance and investments, Recreation Ready is delivered over two phases. First, Travel Oregon staff and a consultant team work with a local project steering committee over a six-month period to assess project feasibility through a series of key steps. In the second phase, feasible projects are eligible to receive additional technical assistance and financial investment to further advance projects.

PHASE I: Assess project feasibility

(over six- month period)

- Convene local project steering committee
- Receive *Access and Belonging in Outdoor Recreation* training
- Examine existing conditions
- Analyze visitor trends and potential visitor profiles
- Perform disability and inclusion evaluation
- Engage community and receive feedback
- Identify opportunities and constraints
- Provide action planning for Phase II
- Culminate steps into this feasibility report

PHASE II: Investment

- Fund action plan to advance project forward (up to \$100,000 to be executed by December 31, 2026)

The Recreation Ready program was available to rural communities and to tribal communities within the nine federally recognized Tribes of Oregon. Successful program applicants identified an outdoor recreation visitor experience project in early stages of development and planning; at the time of application, these projects were not yet ready to seek traditional infrastructure investments and were in need of assistance to get to that position in the future. Twenty-four applicants applied to the program through a competitive statewide process in fall of 2024. The Riverfront Reimagined project was one of four projects accepted into the program.

Program participants that successfully complete Phase I with a viable project — determined through the feasibility report — are eligible and invited to participate in Phase II. Applicants are required to submit a detailed project scope of work, including a budget and timeline, to Travel Oregon to receive the Phase II investment award.

ACCESS AND EQUITY IN THE OUTDOORS



Access and Equity in the Outdoors

Access in outdoor recreation ensures people have the *ability* to physically reach and participate in outdoor spaces and activities by removing barriers. **Equity**, however, goes further: It acknowledges that different groups face unique challenges and have varying needs, focusing on *fairness* and addressing historical inequalities. The Recreation Ready program aims to prioritize both access and equity in the outdoor projects it supports. In Phase I, Travel Oregon retained an accessibility consultant with lived disability experience to provide guidance to program participants, addressing outdoor recreation disparities and highlighting the importance of intersectionality. Creating truly inclusive outdoor experiences requires intentional outreach to disability communities, hiring expert consultants and exceeding current standards. Ongoing community investment and partnerships are vital for genuine outdoor access and inclusion. This report presents findings and recommendations from Empowering Access to further these goals.

About Empowering Access

Empowering Access provides expert consultation in disability, equity and inclusion, drawing on both professional knowledge and personal experience. They partner with stakeholders to develop comprehensive and inclusive solutions that go beyond standard practices. Through research, best practices and a deep understanding of lived experiences, they prioritize and elevate the voices of individuals with disabilities. Their goal is to foster inclusion across all settings, offering clients innovative strategies for accessible outdoor engagement.

OSU Training on Access and Belonging

To support program participants in framing their outdoor projects with access and equity, project leads took Oregon State University's Elevate Outdoors training on access and belonging, followed by an Empowering Access-led debrief. Discussions covered inclusion, equity, historical exclusion and current research for equitable outdoor experiences. Projected learning outcomes included understanding access, inclusion and belonging; self-awareness; appreciating diverse identities; understanding barriers; and creating inclusive outdoor experiences. The debrief addressed history, Native lands, inclusive spaces/marketing, safety/allyship, dismantling privilege, forming partnerships and expanding opportunities.

STEERING COMMITTEE





Jordan & Dani

The Recreation Ready program was designed for destination management/marketing organizations (or other organizations working closely with destination managers). The program required each DMO applicant to identify a local steering committee that would shape and guide their project and to submit a letter of commitment from each member. Recreation Ready: Phase I steering committee members for the Riverfront Reimagined project included:

- **Bryan Stewart, Parks and Facilities Supervisor, Chehalem Parks & Recreation District**
- **James Dingwall, Assistant Planner, City of Newberg**
- **Katie McFall, Deputy Director, Taste Newberg (lead)**
- **Travis Pease, Parks Manager, Yamhill County**

PROJECT DESCRIPTION AND BACKGROUND



PROJECT DESCRIPTION AND BACKGROUND

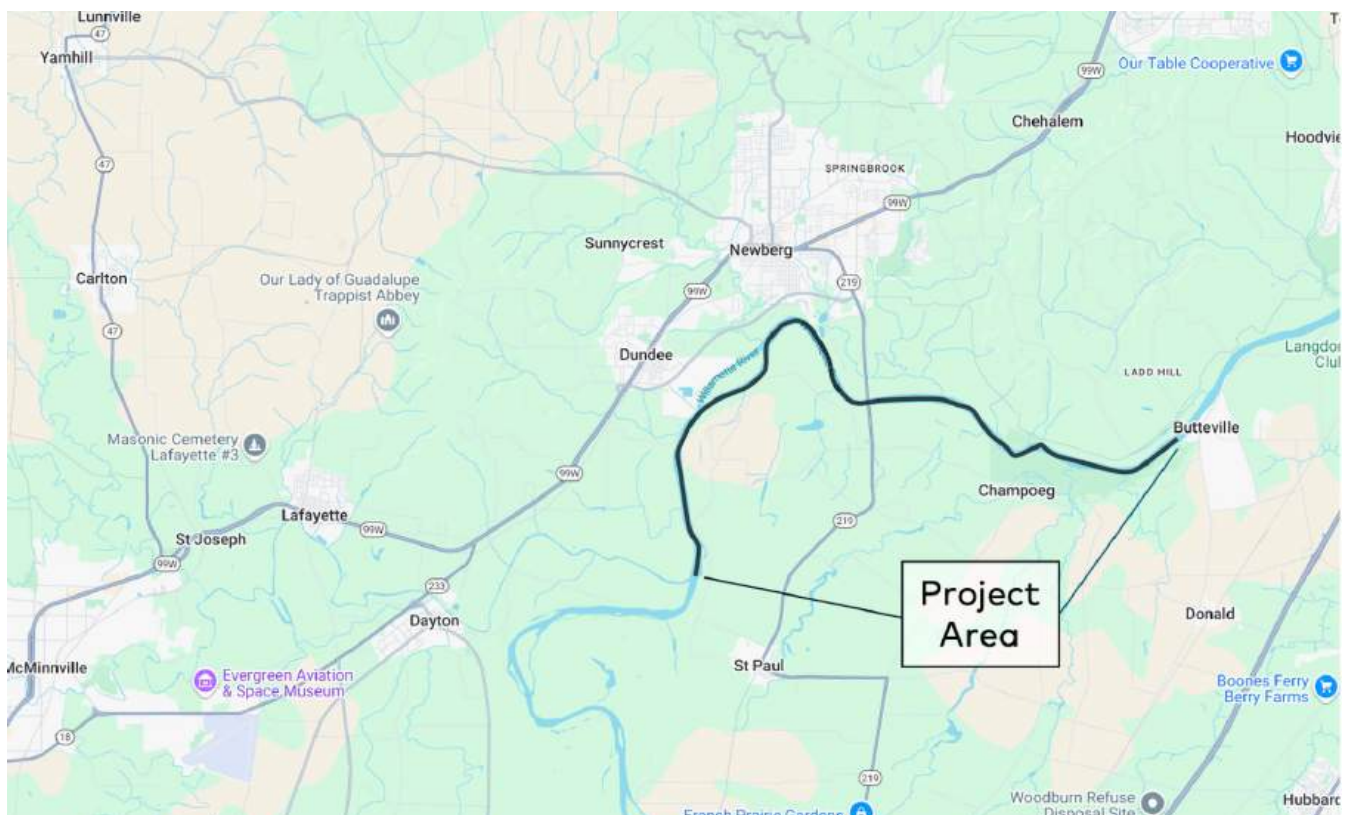
The Riverfront Reimagined project aims to create a new water trail access point near the confluence of the Willamette and Yamhill rivers. The access point will be designed to accommodate all skill levels, providing recreational entry to a regional water trail network. The project concept was developed by parks, city, county and tourism stakeholders with the goal of identifying a preferred water access point and preparing it for development.

The intent of the project is to support the Willamette River Water Trail, create an accessible downriver access point and champion new recreation opportunities on the Willamette River. It also aims to improve a range of recreation opportunities for residents and to enhance destination development for tourism in the Newberg area.

Tourism providers are seeking to diversify visitor offerings beyond wine experiences, addressing concerns that the area's appeal and focus are too narrow. This project will leverage existing wine country visitation while tapping into the Willamette River Water Trail as a statewide asset, supporting both current and future river use. By offering more experiences and options that are accessible to all users, the project team hopes to encourage longer stays and more frequent visits.

Residents have requested more recreation facilities: walking and biking trails, as well as river activities such as paddling, boating and swimming. This project aims to benefit both visitors and residents, supporting the local economy while offering close-to-home recreation opportunities.

The vision for the Riverfront Reimagined project is to contribute to a range of river-based activities at varying skill levels, given the dynamic nature of the Willamette River. It seeks to attract families, seasoned enthusiasts and even those who prefer not to enter the water. To balance these needs and ensure proximity to Newberg, the outlined area includes all riverside sites on the Willamette River, from the confluence of the Yamhill River down to Butteville.



EXISTING CONDITIONS

A photograph of a dirt path leading through a dense forest to a body of water. The path is made of dirt and has tire tracks. The forest is composed of various trees, including tall evergreens and deciduous trees with green leaves. The water is calm and reflects the sky. Two people are standing on the path near the water's edge. The text "EXISTING CONDITIONS" is overlaid on the left side of the image.



The region features several existing and historic river access points that cater to diverse uses, including wildlife viewing and motorized boating. In the project area, current launch sites for personal watercraft and larger boats include Rogers Landing County Park (operated by Yamhill County) and Champoeg State Heritage Area (operated by Oregon Parks and Recreation Department). Dundee/Edwards Landing, a former paddle launch site, was closed in 2017 due to recreational immunity and private property ownership considerations.

In 2019, the City of Newberg adopted the Newberg Riverfront Master Plan, which identified Rogers Landing County Park as a "quick win" project. However, the plan did not include funding or mandates for development. Several other undeveloped public and private sites within the project area have potential for river access.

There is growing visibility around — and demand for — adaptive and inclusive river recreation, with more adaptive users seeking suitable destinations. The 2025 *Riverfront Reimagined Background Report* indicates that 12.6% of existing travelers to the area have an accessibility need, and 9.1% identify as non-white. Projected recreation visitors interested in the project show even higher percentages, with 19.1% indicating an accessibility need and 20.1% identifying as non-white, according to the 2025 *Riverfront Reimagined Potential Visitor Profile* report.

RESEARCH





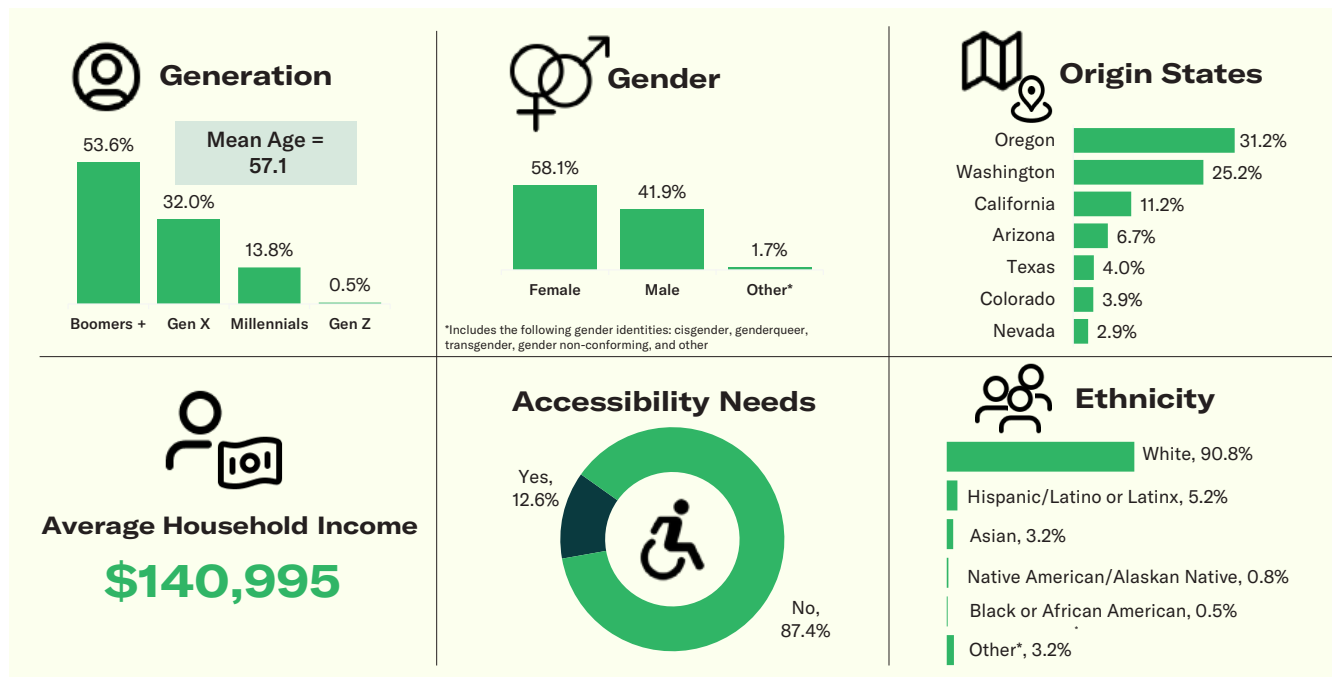
To understand the potential and need for the Riverfront Reimagined project, Travel Oregon commissioned Future Partners to conduct two visitor-focused studies: one analyzing current local and regional visitor trends, the tourism economy, and resident sentiment; and another assessing regional outdoor recreation travelers' interest in the project and their perceptions of Oregon as an outdoor destination compared to competitors such as Washington, Idaho, Nevada and California. Furthermore, to gather specific feedback on accessibility and inclusion, Empowering Access facilitated disability and inclusion focus groups in both Portland and Central Oregon in March 2025. These sessions aimed to identify accessible recreation interests and barriers, providing crucial insight to ensure the project meets the diverse needs of all potential users.

Economic Snapshot



*The Total Tax Receipts Generated includes both state and local taxes
Source: The Economic Impact of Travel in Oregon – 2023 preliminary data, Yamhill County.

Visitor Demographics Snapshot

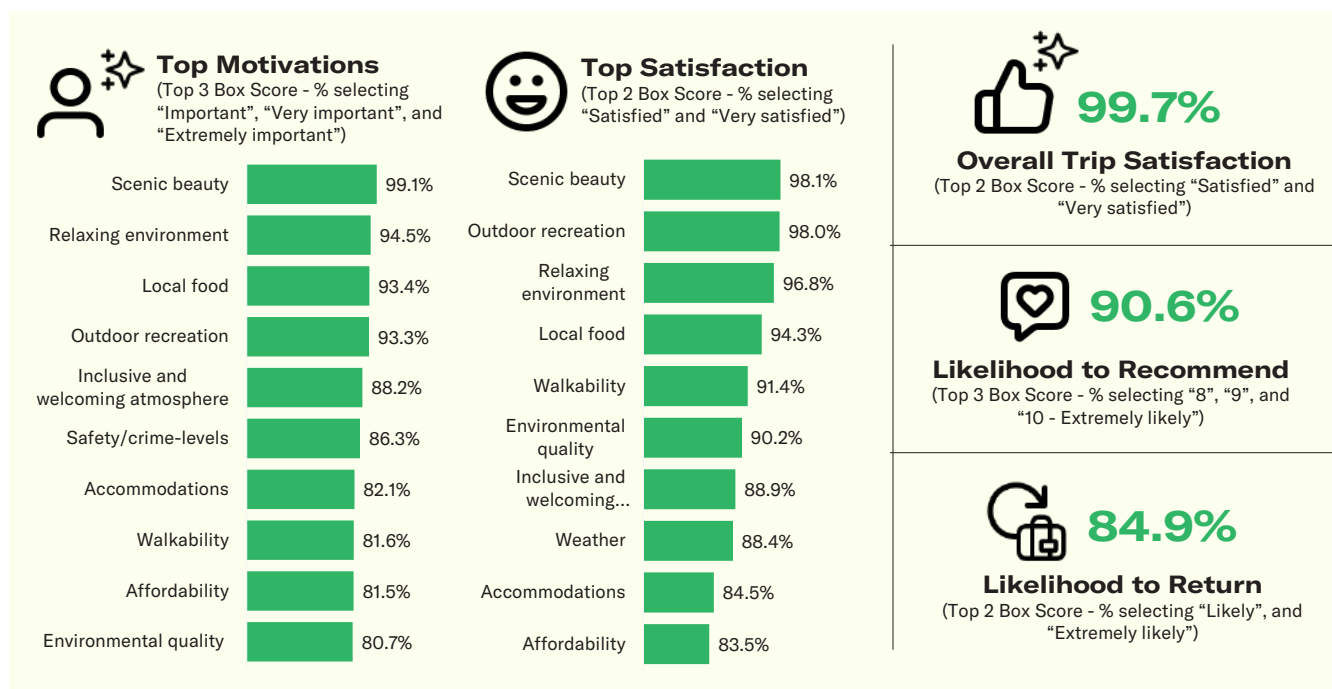


Source: Travel Oregon, 2022 Visitor Profile Study.

Riverfront Reimagined includes Newberg, Dundee, St. Paul, Dayton, Lafayette, McMinnville, Carlton.

*Includes respondents I identify with more than one racial background/multi-racial, Native Hawaiian or Pacific Islander, Middle Eastern/Northern African, unknown, and other.

Outdoor Recreation Snapshot

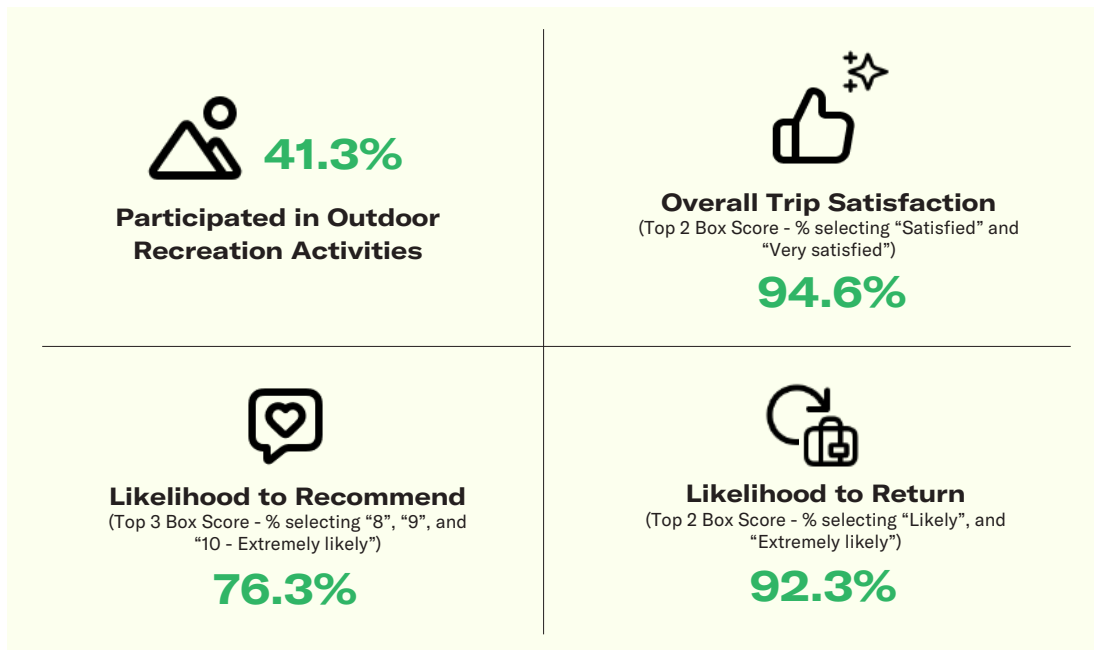


Source: Travel Oregon, 2022 Visitor Profile Study.

Sample: Visitors who participated in an outdoor recreation activity on their last trip to Oregon.

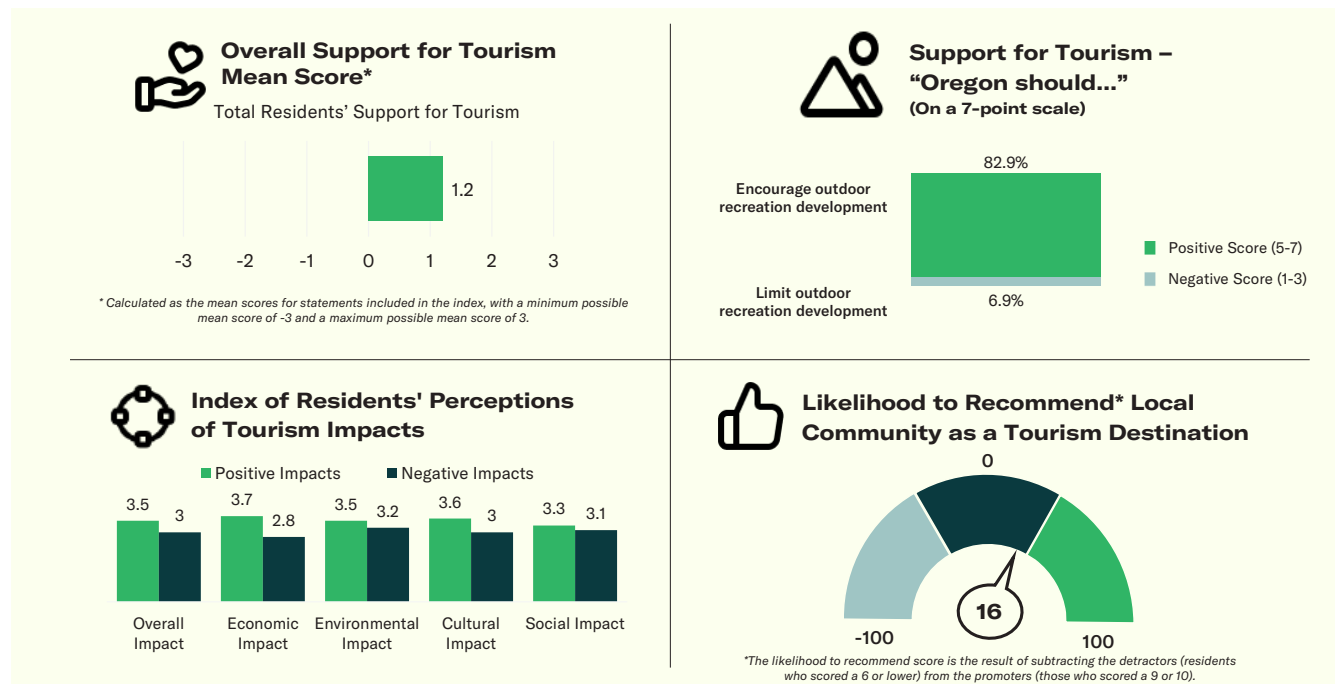
Riverfront Reimagined includes Newberg, Dundee, St. Paul, Dayton, Lafayette, McMinnville, Carlton.

Visitors with Disabilities Snapshot – Key Metrics



Source: Travel Oregon, 2022 Visitor Profile Study; Willamette Valley Tourism Region, Visitors with Disabilities.

Yamhill County Resident Sentiment Snapshot



Source: Travel Oregon, 2023 Resident Sentiment Study, Yamhill County.

Potential Visitors

KEY INSIGHTS

Key Markets: White travelers, older travelers and travelers with disabilities show the strongest preference for Oregon water recreation. Travelers with disabilities are an important audience to consider due to the broad benefits of accessibility features.

Opportunity: Out-of-state travelers who identify as Black, Indigenous and people of color (BIPOC) show the highest potential for overnight outdoor leisure trips, averaging more trips than non-BIPOC out-of-state travelers. This finding presents a significant opportunity to provide offerings for and market to this group.

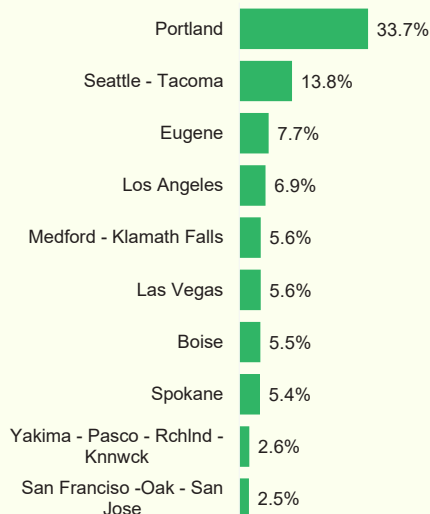
Competition: California is a major competitor for outdoor recreation trips, especially among BIPOC and younger travelers. Oregon must highlight its unique natural landscapes and relaxing environments to persuade California-minded visitors.

Inspiration Sources: Word of mouth, internet search and prior experience are the top travel inspiration sources. However, travelers with disabilities are more likely to use traditional media, while younger travelers tend to rely on social media. Marketing efforts should consider these varied preferences.

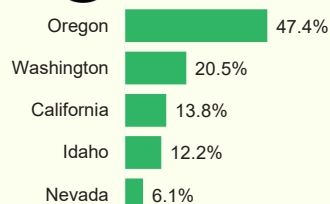
Travel Profile Snapshot



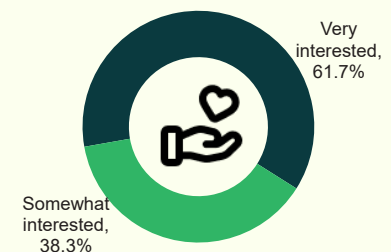
Top Origin by DMA (Designated Market Area)



Origin States



Leisure Travel Interest in Outdoor Recreation



Average Overnight Leisure Trips Taken Including Outdoor Activities (Past 12 Months)

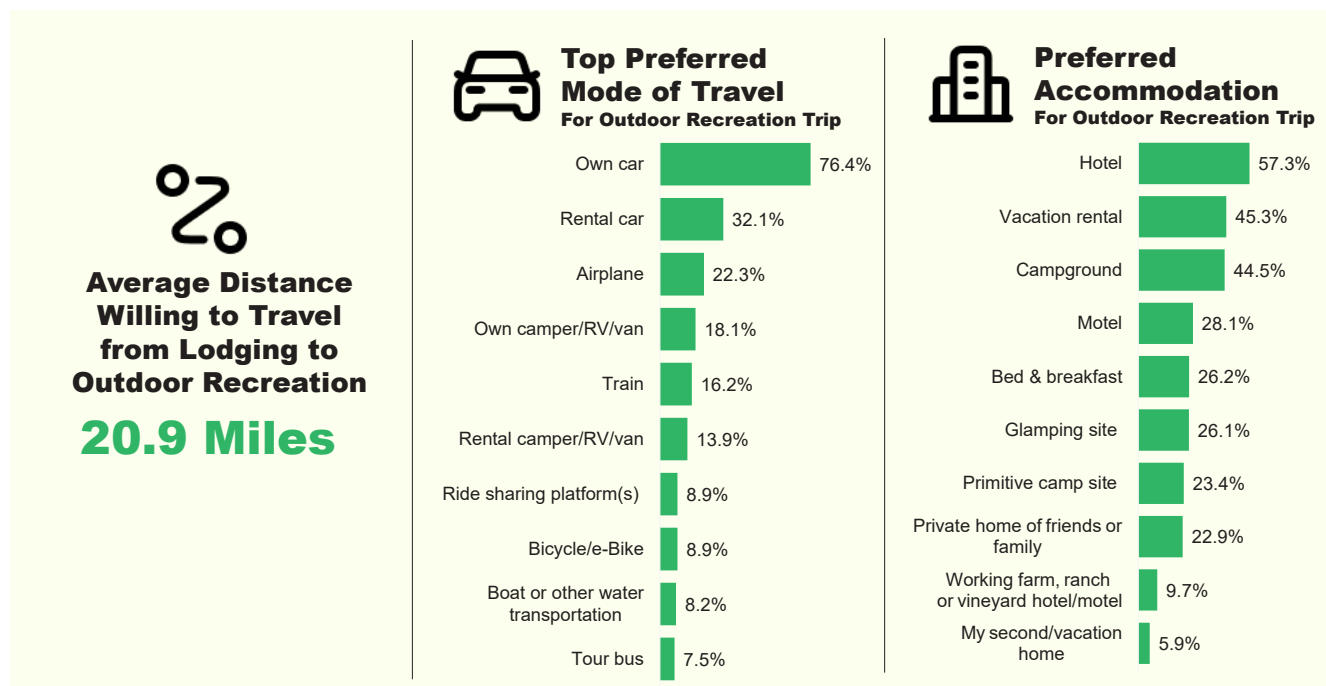
3.7 Trips



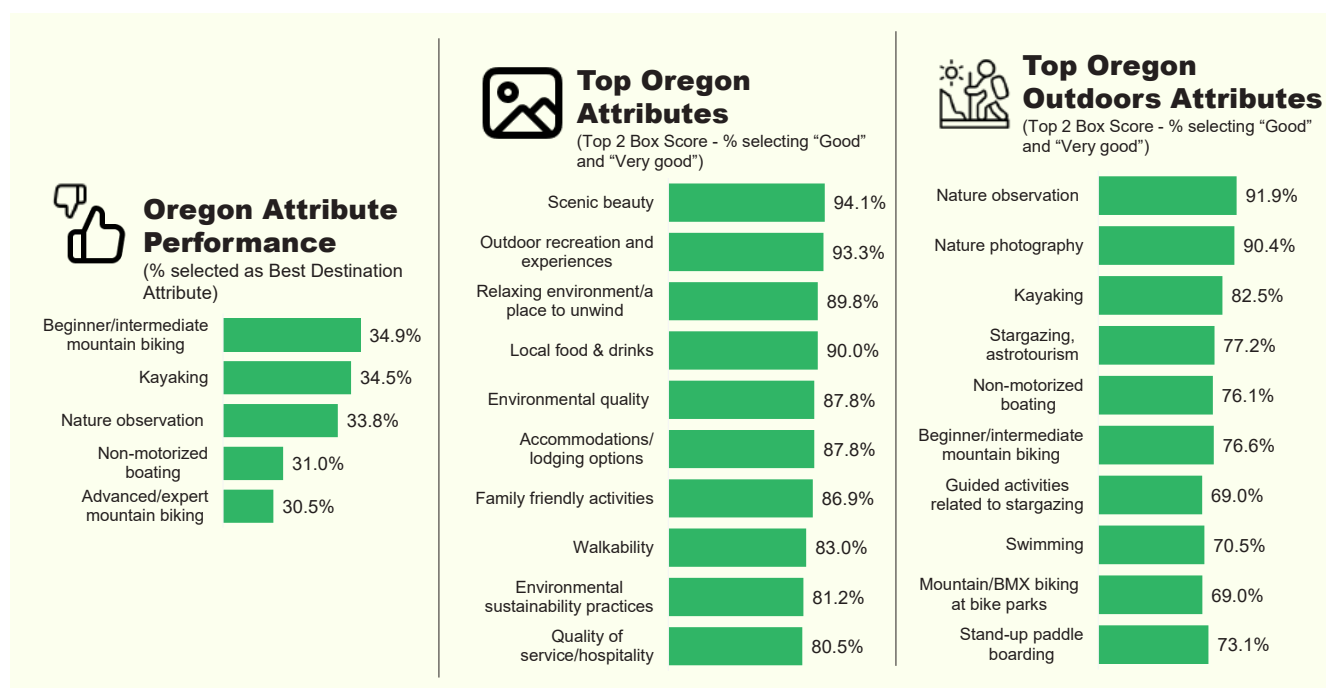
Average Length of Stay of Most Recent Outdoor Recreation Trip

3.8 Nights

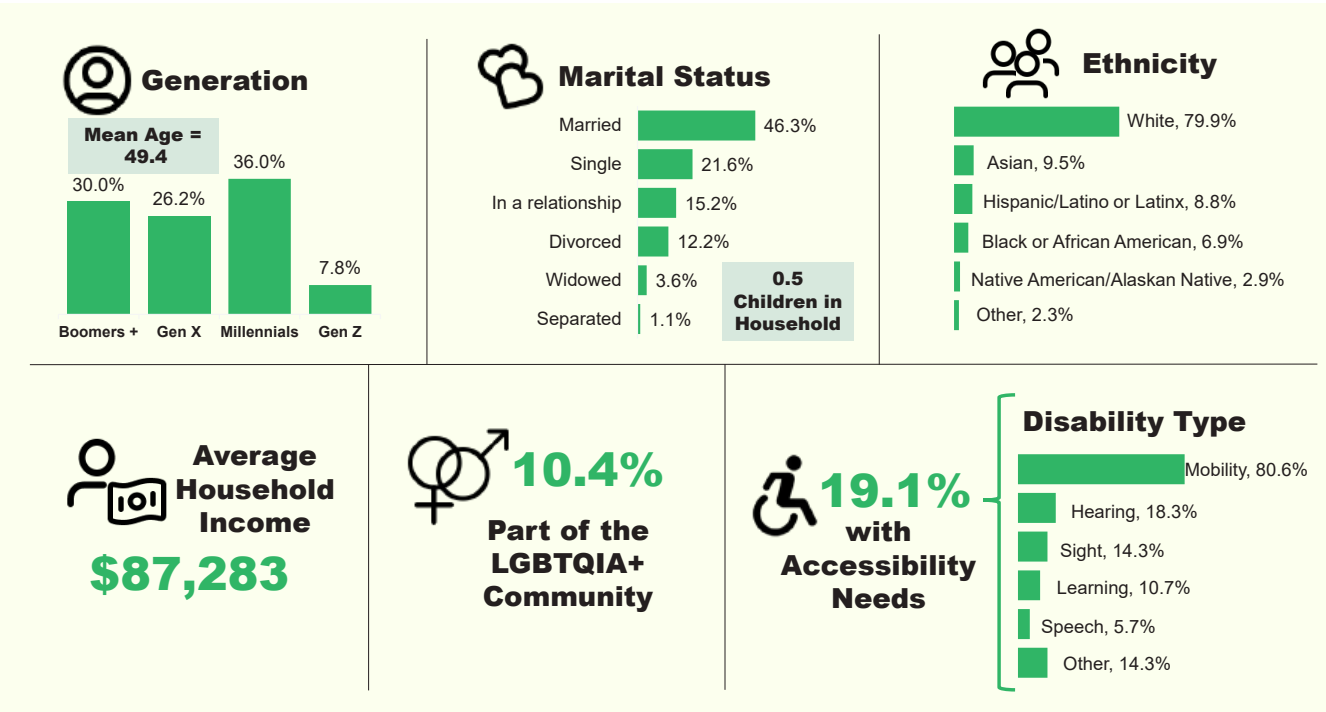
Outdoor Trip Snapshot



Oregon Perceptions Snapshot

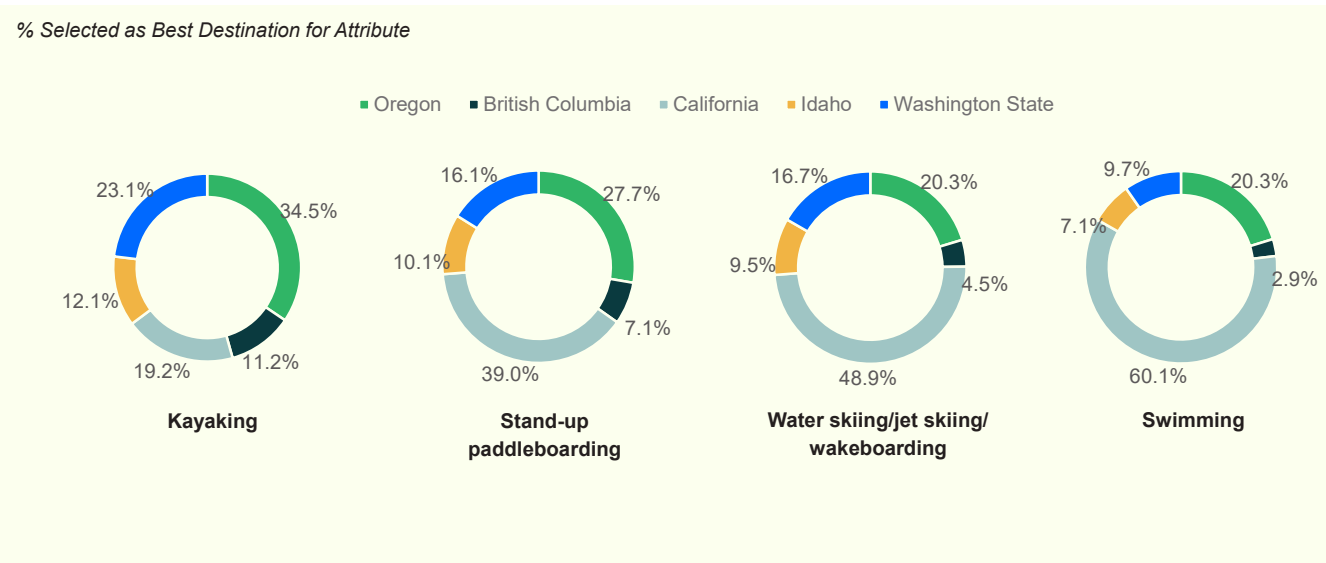


Demographics Snapshot



California is Oregon's biggest competitor for water recreation.

When asked to select which regional destination is best for various water recreation activities, Oregon was selected over competitor destinations for kayaking (34.5%). However, California is the dominant competitor destination for the other activities, particularly swimming (60.1%) and water skiing/jet skiing/wakeboarding (48.9%).



Base: Total respondents. 554 completed surveys.



Disability & Inclusion Focus Groups

Two focus groups, representing potential visitors from different Oregon regions who would travel at least 50 miles, participated in this study. The participants represented a diverse range of disabilities and interests, and they engaged through in-person conversations or group Zoom calls, followed by detailed surveys. Snapshots of the findings are below, with full survey responses available in the *Appendix*.

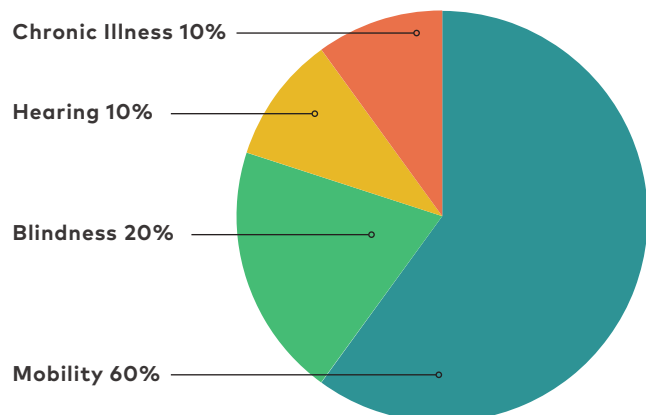
IN-PERSON FINDINGS

Participants from the Portland metro area were enthusiastic about inclusive water access within reasonable proximity, noting the lack of accessible water recreation offerings in their area. They saw great opportunities for group activities and personal trips. The Central Oregon group showed less interest, due to closer proximity to similar offerings, but saw value if visiting for other attractions. Both groups spoke to water access needs and desires from the disabled perspective.

SURVEY RESPONSES

The 11 participants, aged 41 to 77 and from the Portland metro and Central Oregon areas, were surveyed about their outdoor recreation experiences. The group included individuals identifying as white and as people of color, as well as a range of gender identities (she/he/they). Participants reported a variety of disabilities — primarily mobility-related, along with blindness, chronic illness, hearing loss and chronic pain.

DISABILITIES EXPERIENCED





KEY THEMES AND DIRECT EXPERIENCES

Safety & Inclusivity: Perceptions of safety varied, with concerns raised about personal safety due to race, gender and lack of support. Privilege was noted as a factor affecting safety perceptions.

- "I fear for my personal safety [as a person of color]."
- "As a woman, I don't always feel comfortable going out alone. ... I can't find the right information online to know if I can use [the area] safely as a power wheelchair user."

Transportation & Assistance: Most participants needed personal vehicles to transport equipment. Roughly half required loading/unloading assistance, and those without equipment still needed support.

- "I use my truck. ... I do bring at least one person for assistance."
- "I do not ... but I need assistance."

Accessible Features: Participants requested accessible solo and assisted paddle launches (preferably ramps), multiple wide and gentle ramps, wheelchair-friendly gangways, dedicated accessible kayak-transfer areas with stabilization, solutions for boat ramp challenges, wheelchair storage assistance, non-slip ramps with physical help, and accessible parking, bathrooms and rentals. Calmer, motorboat-free water was also preferred.

Experiences & Barriers: Positive experiences came from camaraderie, challenge and accessibility. Negative experiences involved unwelcoming interactions, physical barriers and a lack of accessible information or services.

- "Best attributes are ... accessible bathrooms, accessible lodging and a website that provides detailed information. ... Worst experience: a location not having any of those."
- "Worst experiences generally have to do with interactions with sh**ty people and being challenged for my right to participate."

Equipment: Participants described using paddleboards, kayaks and fishing floats for water access. Some need help transporting equipment or storing mobility aids while on the water; others rent or join events. Steep ramps and lack of secure storage (such as for wheelchairs) pose challenges.

Water Safety: Most participants preferred calm waters for paddling, though some were open to navigating faster water with support. Concerns about group cohesion and capsizing risks in fast water were noted. Overall, smoother, slower water conditions were favored.

- "I am always looking for flat, calm water. I probably would not want to kayak on fast water, because I would be nervous about rolling and feel like it would be very challenging to get back in (and probably pretty scary)."

The complete reports are available in the *Appendix*.

COMMUNITY ENGAGEMENT





Inclusive Stakeholder Mapping & Outreach Strategy

Prioritizing inclusivity and accessibility, Empowering Access guided the project steering committee to proactively engage underserved local communities (including adaptive athletes, BIPOC, LGBTQIA+, women, economically disadvantaged groups and disability groups). Through intentional and transparent outreach, the committee focused on building authentic relationships, acknowledging past exclusions and emphasizing shared goals. Communication prioritized empathy, connection and trust over immediate requests, ensuring a safe and welcoming engagement process. Communities were also invited to the in-person community gathering.

Community Gathering and Survey

Two public gatherings were held in Newberg on April 23, 2025, inviting residents to learn about the project, participate in a Q&A session and provide feedback via verbal comments and an online survey. The 58 collected survey responses revealed strong community support.

Highlights

- **92%** of respondents were very or somewhat supportive of the project, while only 4% were very or somewhat unsupportive.
- **92%** agreed the project would enhance local recreation access.
- While overall sentiment was overwhelmingly positive, some residents expressed concern about environmental impact, traffic impacts and potential rising housing costs associated with increased visitation.

Quotes

- "Wine is incredibly important... but we need more than just wine. ... Activities like what's being proposed fill a need."
- "Yes, it is a concern. I am concerned that my adult children will be less able to afford a house ... due to Air B&Bs."
- "I think the Willamette River could be the crown jewel of Newberg, but you can't access it easily."
- "River access in Newberg is limited to 1 spot with high competition with motorboats. More access with less competition = better."
- "Yes, Newberg needs more trails and easy river access for non-motorized vehicles."



Priorities

The top three community-prioritized features were ADA compliance/accessibility, public restrooms and public parking. These priorities emphasize inclusivity, convenience and accessibility for all users.

THEMES

- Strong Community Support:** Many respondents express excitement, full support and a willingness to get involved. They also recognize past success with similar projects (e.g., Dundee/Edwards Landing), including economic and social benefits, such as jobs and access to nature.
- Access, Infrastructure & Maintenance:** Ease of access, well-maintained parking, restrooms and sidewalks are seen as essential. Focus on calmer waters suitable for all users, beginners and families. Desire for pedestrian and bike-friendly routes connecting to town and other regional trail projects (e.g., bypass biking/walking trails). Strong desire for facilities to be accessible to all abilities within and beyond the site, including downtown Newberg.
- Nature-Based Recreation:** Strong desire for water-based activities: kayak and paddleboard rentals, launch points and general river access. Support for additional nature trails, hiking paths and places to sit and enjoy the river. Suggestions for natural playgrounds and camping amenities.
- Broader River Corridor Connectivity:** Calls to link access points and amenities along the river to support a regional recreation network. Desire to connect with Newberg's broader riverfront development plans.
- Event Programming & Community Engagement:** Ideas for scheduled events (e.g., floats, competitions) to increase visibility and promote usage. Interest in family-friendly and inclusive recreation. Support for "fee-for-use" options to help fund maintenance.
- Prioritization of Site Development:** Suggestions to upgrade existing facilities first, though residents have mixed views on Rogers Landing County Park: some support improvements, while others cite conflicts with powerboats. Strong interest to reopen Dundee/Edwards Landing. Desire for more information for other site options.

The complete survey results are available in the *Appendix*.



OPPORTUNITIES AND CONSTRAINTS

Opportunities and Constraints

Assessing the feasibility of the Riverfront Reimagined project requires a thorough evaluation of potential opportunities and constraints. These were identified through collaboration with the steering committee, site visits and community engagement efforts, including a public gathering and online surveys.

OPPORTUNITIES

- **Regional Destination Water Access:** The development of a new water trail access point represents a significant opportunity to enhance recreation, tourism and community well-being in Newberg.
- **Strong Community Support:** Widespread local excitement and endorsement, recognizing the project as a valuable asset for Newberg.
- **Regional Water Recreation Advantage:** Oregon is perceived favorably for water recreation, particularly kayaking, over competitor destinations such as California and Washington.
- **Potential for Diversification:** The project offers a chance to diversify tourism beyond wine experiences, attracting a broader range of visitors.

CONSTRAINTS

- **Environmental & Traffic Concerns:** Some local residents expressed concern about potential environmental and traffic impacts, as well as rising housing costs due to increased visitation.
- **Visitor Perceptions:** Potential visitors cite a sense of “been there, done that” and a preference for other destinations as key barriers. Younger travelers noted lack of information and safety concerns.
- **Limited Accessibility Information:** Existing accessibility information and infrastructure gaps may hinder visitors with disabilities.
- **Funding Constraints:** Yamhill County has indicated potential staffing limitations for maintaining future water access points.

Site-Specific Considerations

Of the sites considered, many had significant constraints. The three sites with the greatest potential are the Highway 219 River Launch Site, Rogers Landing County Park and the decommissioned City of Newberg landfill.

Evaluation Matrix Criteria (Considered in Site Selection)

- Public ownership or purchase option available.
- Current zoning allows park development.
- Site is currently used as a park.
- Hydrology is favorable for water access development.
- Site can be easily connected to public utilities.
- Room to develop a regionally significant facility (variety of access opportunities, restrooms, parking).
- Transportation networks can be cost-effectively improved.
- Topography is favorable for accessible facilities.
- Community desires increased tourism.
- Project can be implemented in five to seven years



Site A: Rogers Landing County Park

OPPORTUNITIES:

- Cost-effective and politically favorable to develop an existing park.
- Existing waterfront area available for non-motorized water access.
- Decommissioned landfill can provide additional recreational amenities and parking.
- Proposed bike/pedestrian improvements along South River Street support redevelopment.

CONSTRAINTS:

- Water access area is in the scour zone, which increases development and maintenance costs.
- Limited space for non-motorized water access, potentially insufficient for projected demand.
- High current use and overcrowding issues.
- Concerns about providing ADA-compliant water access due to traffic patterns and limited staging areas.
- Private land separates existing park and landfill site, requiring legal access to be secured.
- Landfill site has development restrictions (no-go zones, methane vents, etc.). The methane monitoring timeline is unclear and could take several years, even decades.
- Baker property is privately owned, requiring purchase or easement.

Site B: City of Newberg Decommissioned Landfill

OPPORTUNITIES:

- Large, undeveloped parcel that could provide parking, restrooms, trails and scenic views.
- Purchase of, or easement through, adjacent private property could provide bike/pedestrian access to Rogers Landing County Park.

CONSTRAINTS:

- Site development is significantly constrained by its status as a decommissioned landfill; any development will likely be costly.
- Launching of watercraft from site is extremely unlikely.

Site C: Highway 219 River Launch Site

OPPORTUNITIES:

- Water access area is in the aggradation zone, where more sediment is deposited than eroded away. This naturally raises ground/riverbed levels and may decrease development and maintenance costs.
- Large site (95 acres) can accommodate a wide range of recreation facilities.
- Potential for camping revenue to fund or offset future development, maintenance and operating costs.
- Owned outright by Chehalem Parks and Recreation District.

CONSTRAINTS:

- Zoning (EF-80) requires conditional-use approval for campground development, an arduous process susceptible to appeal.
- Costly access from State Highway 219 due to potential need for acceleration/deceleration and turning lanes.
- Restoration areas limit development in the lower part of the site.
- Previous rezoning request was denied due to lack of detail in master plan.



RECOMMENDATIONS FOR ACCESSIBILITY & INCLUSION IN PROJECT DEVELOPMENT



Water access and related recreational activities can feel particularly out of reach for individuals with disabilities, with few adapted launches and even fewer options for swimming. Given the limited water access in nearby Portland, Newberg has the potential to attract disabled users from the wider region.

Recognizing projects often take nonlinear paths, it will be important to pull from these recommendations at the appropriate times throughout the project process. To maximize the project's effectiveness regarding accessibility and inclusion, a deliberate and comprehensive strategy should incorporate the following recommended best practices:

Holistic Approach to Project Development

COMMITTEES

- Establish a steering committee with diverse representation for feedback and guidance in the early stages.
- Proactively engage identified communities early, prioritizing those historically and currently excluded.
- Form a separate, specialized accessibility and inclusion advisory committee.
- Engage an accessibility contractor to establish and engage the advisory group.
- Provide compensation for any historically or currently underserved or under-resourced communities asked to be involved.

REQUEST FOR PROPOSAL

- In the hiring/RFP process for experts and designers, specifically require a team member or consultant with lived experience of disability.
- Integrating this perspective from the beginning of a project prevents oversights and leverages unique insights, ensuring the built environment reflects a commitment to accessibility.

CONSULTANTS

- Seek professionals with demonstrable subject matter expertise in accessibility assessments, universal design, and inclusive planning.
- Inclusion shifts the approach from "for" to "with" people with disabilities, ensuring user-centered solutions.
- Technical expertise is crucial, especially knowledge of project specific guidelines and regulations, ADA standards, and assistive technology.
- Community engagement is vital for diverse perspectives, but not for complex technical tasks.
- Professional consultants with both lived experience and technical proficiency offer a unique, valuable skill set.
- The most effective strategy involves engaging consultants who embody both lived experience and subject matter expertise.

SITE SELECTION

- Consult an accessibility expert to evaluate sites beyond ADA code compliance.
- The accessibility consultant should assess physical, sensory, cognitive and wayfinding aspects, and should recommend inclusive, user-centered solutions.



MAINTENANCE

- After the completion of an accessible design, maintenance will be crucial due to the dynamic nature of outdoor environments in order to maintain access.
- A maintenance plan developed during the design phase should identify at-risk accessible features and establish a schedule for regular checks and upkeep.
- Train maintenance staff on the importance and proper care of these features, potentially through accessibility consultant-led workshops. This is essential for long-term accessibility.

DATA COLLECTION

- Invest in comprehensive data collection on site accessibility and usage.
- Systematically gather data on how individuals with varying abilities use site features.
- Develop a rubric cataloging existing accessible site features, considering physical, sensory and cognitive accessibility.
- Create a practical checklist for regular accessibility evaluations.
- Schedule revisits to maintain standards and promptly address issues.
- Use data to track progress and inform future inclusive development.

COMMUNITY FEEDBACK/INPUT

- Actively engage the disability community throughout the design process.
- Conduct regular feedback sessions tied to data collection milestones.
- Seek diverse perspectives.
- Provide accessible formats for information and feedback.
- Document how feedback influences design iterations.
- Prioritize a user-centered product design approach.

MARKETING

- Develop a collaborative, intentional and inclusive marketing plan with community input and feedback from consultants with lived experience of disability.
- Craft welcoming invitations using appropriate language and imagery.
- Reach out to specific communities proactively through relevant channels to provide comprehensive accessibility information.
- Cultivate inclusion by listening actively, providing support, and building trust through ongoing dialogue and responsiveness.



Adventures Without Limits

User Profiles & Equipment Specifications

When designing outdoor recreation experiences with accessibility at the forefront, it is important to develop a lens for access needs. One way to do this is to examine user groups, user profiles and various adaptive recreational equipment. General categories to evaluate include:

- Types of mobility devices
- Demographics (user age, race, ability, gender identity)
- Preferences (independence, desired level of challenge, safety, exposure, community)
- Facilities and features to support access (restrooms, parking, staging areas, information kiosks, craft launches, swimming access, dock safety, water fountains, website info, directional signage)

Water Accessibility Specifications

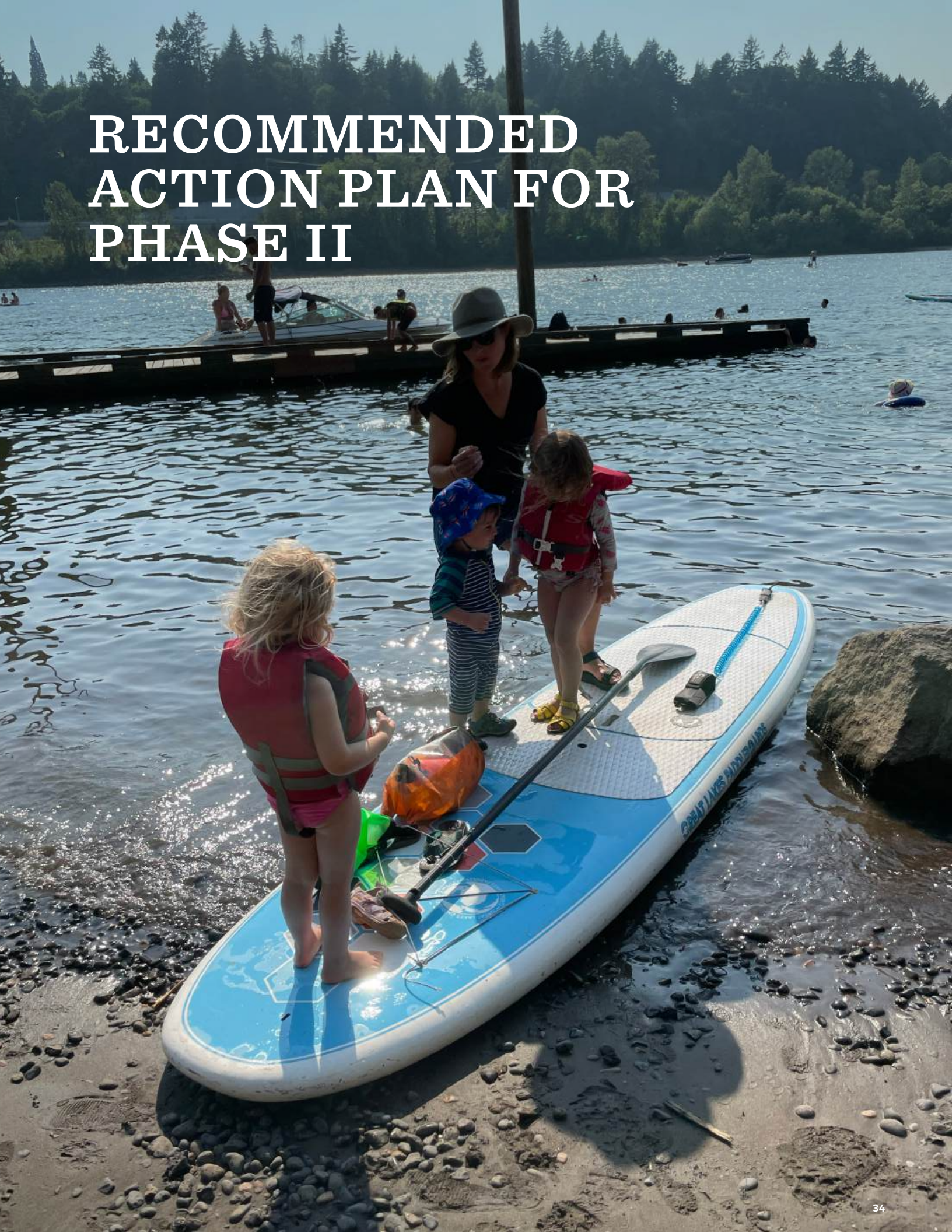
The *Appendix* offers detailed information about water accessibility specifications for inclusive access points, addressing visual, auditory, neurological and mobility disabilities. When designing water access for diverse abilities and needs, key launch-area accessibility features include smooth surfaces, nearby parking and clear signage. Desired elements also include gentle slopes, safety measures, calm water and accommodations for adaptive equipment. Specific adaptive launch features such as transfer benches, ramps and staging areas are noted, along with examples of adaptive equipment such as outrigger kayaks and seated paddleboards.

Precedent Examples

Prior to designing and developing new outdoor recreation infrastructure and programs, researching existing projects and evaluating their outcomes is crucial. This process helps determine effective design elements and infrastructure investments while highlighting areas where innovative solutions may be necessary.

See the *Appendix* for three precedent examples of accessible water recreation projects that offer key opportunities for evaluation and learning: the Westport Boating Facility project in Clatsop County, Oregon, the Seine River Greenspace Enhancement Project in Winnipeg, Manitoba, and the Miller's Landing River Access and Restoration Project in Bend, Oregon.

RECOMMENDED ACTION PLAN FOR PHASE II





Recommended Action Plan for Phase II

The program participant for the Reimagined Riverfront project has successfully completed all steps required for the Phase I feasibility assessment and is invited to submit an application for Phase II funding.

Based on the required steps completed in partnership with the project steering committee as part of Phase I, Travel Oregon and the consultant team recommend the following action plan to effectively move the project forward with Phase II funds (to be executed by December 31, 2026).

Additionally, over Phase II, Travel Oregon will provide up to 15 hours of disability and inclusion advising and technical assistance from the consultant, Empowering Access, in key areas of the action plan to support the project in achieving its goals.

RECOMMENDED ACTION PLAN FOR PHASE II

#	ACTION	RESPONSIBLE PARTY	TIMELINE	PHASE II BUDGET
1	Manage this project action plan and the Phase II project steering committee (SC)	Taste Newberg	Sept. 2025 - Dec. 2026	\$11,500
2	Identify and convene SC to provide technical support and advise on the action plan as needed. Recommend adding: <ul style="list-style-type: none">Oregon State Marine BoardCommunity member from the stakeholder mapping exercise (provide \$500 stipend for their time)	Taste Newberg with input from Phase I steering committee	Sept. 2025 - Dec. 2026	\$500
3	Create memorandums of understanding between Taste Newberg and Chehalem Parks and Recreation District, and between Taste Newberg and Yamhill County Parks Department. The MOUs should detail the actions, funding and respective responsibilities noted in this document.	Taste Newberg, CPRD, Yamhill County Parks Department	Sept. - Oct. 2025	
4	Identify and retain consulting firm to provide analysis and site planning to develop a regional river access facility providing an accessible non-motorized launch and landing area at the undeveloped Willamette River frontage at CPRD's Highway 219 River Launch Site. Analysis ought to include: <ul style="list-style-type: none">Zoning/code analysisNatural resource assessmentGeotechnical feasibility (research only, no in-field testing)Permitting feasibility (upland/in-water)Hydraulics modelingBoundary/land survey from available data The design should focus on non-motorized river access activities, allowing for canoeing, kayaking, paddleboarding and similar small watercraft, including accessibility and ADA compliance. Additional/desirable design should consider fishing and wildlife viewing. Concept development should also consider amenities including, but not limited to, watercraft storage solutions and recreation/group/sport facilities (e.g., boat house, concessionaire site, and/or kiosks). Preferred design will provide enhanced accessibility amenities that exceed those found at nearby launch locations identified at Rogers Landing and Champoeg State Park. Concept area will be limited to facilities required for provision of river access but may draw upon site design expectations from the Highway 219 River Launch Site.. Based on analysis, create 10% design (ready for pre-development with City, not ready for land use application) and cost estimates for development process. Based on feedback, create 30% design (ready for land use application) and updated cost estimates.	Taste Newberg and CPRD with input from Phase II steering committee (SC) and Empowering Access	Nov. 2025 - Nov. 2026	\$44,000* *to be augmented by funds from CPRD.
5	Identify and retain consulting firm to provide analysis and site planning to develop a regional river access facility providing an accessible non-motorized launch and landing area at the southeast corner of existing Rogers Landing. Analysis ought to include: <ul style="list-style-type: none">Geotechnical feasibility (research only, no in-field testing)Permitting feasibility (upland/in-water)Hydraulics modelingBoundary/land survey from available data Planning should focus on non-motorized river access activities, allowing for canoeing, kayaking, paddleboarding and similar small watercraft, including accessibility and ADA compliance. Based on analysis, create conceptual design and cost estimates for development process.	Taste Newberg and Yamhill County Parks with input from consulting firm, SC and Empowering Access	Nov. 2025 - March 2026	\$44,000
6	Present analyses and plan to CPRD and Yamhill County Commissioners to gain support to enter into next phase.	Taste Newberg, CPRD and Yamhill County Parks	Nov. - Dec. 2026	
TOTAL PHASE II FUNDING				\$100,000

APPENDIX





Research

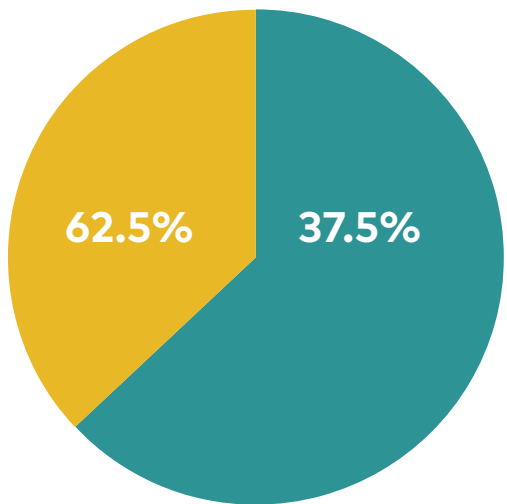
- [Riverfront Reimagined Background Report, 2025](#)
- [Riverfront Reimagined Potential Visitor Profile, 2025](#)
- [Riverfront Reimagined Community Engagement Survey Report, 2025](#)

Disability & Inclusion Focus Group Survey

SURVEY RESULTS

Race?

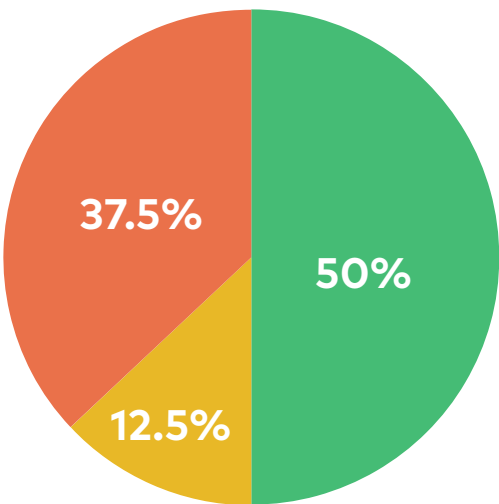
8 responses



- Person of Color
- Indigenous
- White

Gender Identity?

8 responses



- She/Her
- He/Him
- They/Them
- She/They

Demographics (disability, age, location, race, gender)

Respondents represented ages between 41-77 from the Portland metro and Central Oregon regions, identified as white and POC, and included a spectrum of gender identities (she/he/they). Most identified as experiencing mobility disabilities, along with blindness, chronic illness, hearing loss and chronic pain.

1. What kind of disability(s) do you have?

- Neurodivergence, chronic illness
- T-10 paraplegic
- Physical mobility impairment
- Physical disability
- Manual wheelchair user
- Paraplegic
- Congenital blindness, hearing loss (aids in both ears), asthma, arthritis through body
- Paraplegic

2. Do you feel safe in the outdoors? Please explain.

- Yes
- I feel like I do, but when I really think about it, I'm not. I recreate solo often and will need to share maps and locations with friends because trailhead signage is poor and there's often poor cell service. More than anything, as a person of color, I fear for my personal safety.
- I do feel safe in the outdoors. I may have a disability, but I am also white and male, which affords me a lot of privilege in the outdoors. I also grew up in the outdoors, so I am very comfortable in those spaces.
- As a woman, I don't always feel comfortable going out alone. I'm always looking for a new place to explore nature, but many times I can't find the right information online or when calling park officials to know if I can use [the area] safely as a power wheelchair user.
- Yes, I feel safe.

- Yes, when I have adequate support with information, cane and, sometimes, a walker.
- Yes and no. My ability to feel safe outdoors depends on a lot of factors. I feel safe outdoors during the day, when I am in an environment that I know I will be able to traverse unassisted. There are certain grades or terrains that I would not try on my own, because if I fall out of my chair and I'm alone, I would be stuck. At night with a headlamp I feel somewhat safe, but as a woman who cannot run, I would probably opt for bringing a friend.

3. What types of equipment do you use for water access? Are you able to transport on your own?

- Inflatable stand-up paddleboard. Yes, I am able to transport it myself.
- I use a kayak. I can transport it on my own, but I don't go solo because I have no way of storing my chair.
- I have a battery-powered fisherman's float with two trolling motors. I can transport it in my van, [but] then I need assistance bringing it to a dock, ramp or land access to the water.
- I'm able to on my own.
- Paddleboard, flatwater kayak. I transport myself, although sometimes getting from my van to the water is challenging.
- Kayaks, adaptive seats, plenty of foam pieces, happy seats.
- Kayaks and canoes.
- I use a kayak. I am not able to transport it. I rent or have joined events put on by groups that bring kayaks.

4. How much assistance do you need/want when getting on the water? What types of facilities/features do you prefer to have for water access?

- I would love to see an accessible paddle launch that allows solo/self-launching.
- I usually like to have one person for

assistance. I prefer a boat ramp for access over a dedicated kayak launch, as I have not found a kayak launch that is actually easier and more convenient to use.

- I need at least four assistants to lift me into the float and carry me and my "boat" into the water. I prefer a ramp or gentle slope into the water, that is at least 8' wide to place me directly into the water. A gangway to a dock needs to be "wheelchair friendly" by being at least 3' wide (clear space, including guard/handrails), good edge protection, slip resistant and with smooth or low transitions at the top and bottom.
- A separate section, separate from the boat ramp. A separate ramp or accessible dock. An area to transfer that supports the kayak. In the water is a partially submerged bracket system to stabilize the kayak. The person simply slides across.
- I prefer to be able to access independently. Rivers and lakes. Boat ramps can be steep or difficult.
- Someone to assist with getting to the launch area and possibly into the kayak. A lot of times, the access ramps to the launch area are very steep. Someone to be able to put my everyday chair in a safe place while I am out on the water.
- Non-slippery ramps, physical assistance getting in and out.
- I usually need someone to help get me up and down the ramp to the dock. (I think Estacada Lake is the only one I do on my own.) With a kayak launch I can get into the kayak on my own, but I still usually need someone to give me a push to get out on the water. When leaving the kayak with a launch, I can get out of the kayak onto the deck but then need to be lifted into my chair. I would love to be able to get in and out of the kayak on my own and be able to go kayaking alone, but there is really no solution for where to put the wheelchair. I prefer access that is away from traffic and does not have motorboats, but these are not deal-breakers for me. I

am usually looking for pretty flat water. Features: accessible parking, accessible bathroom, ability to rent a kayak, ramps to the docks that are not super steep.

5. What water conditions appeal to you and why? Would you kayak on fast water?

- Not on fast water. I would not kayak on the Columbia. I would kayak on the Willamette and absolutely kayak at Hagg Lake.
- For kayaking, I would generally prefer calmer conditions, especially if it is an out-and-back. Fast water interests me if I am picked up downstream.
- Though I generally prefer calm or slow-moving and wide bodies of water, I have, on occasion, gone out in channels with more turbulent water and have enjoyed that as well. I don't kayak, but I often go out in my vessel with people [who are] kayaking. Fast water doesn't work for me or for keeping the group in close proximity with one another.
- Lakes, because it's smooth sailing. I would not do fast, because it would be very hard going against the current.
- I would kayak on fast water with a guide.
- Any conditions are fine.
- Smooth, with slow current.
- I am always looking for flat, calm water. I probably would not want to kayak on fast water, because I would be nervous about rolling and feel like it would be very challenging to get back in (and probably pretty scary).

Water Accessibility Specifications

ABILITIES TO CONSIDER (NON-EXHAUSTIVE)

- **Visual Disabilities:** Blindness (complete loss of sight) and low vision (reduced visual acuity not fully corrected by lenses) impacting navigation and interaction with visual information.
- **Auditory Disabilities:** Deafness (profound hearing loss) and hard of hearing (varying degrees of hearing impairment) affecting communication and perception of auditory signals.
- **Neurological Disabilities:** Autism Spectrum Disorder (sensory sensitivities and overstimulation) and Traumatic Brain Injury (balance, coordination and safety awareness issues impacting physical movement).
- **Mobility Disabilities:** Limitations in physical movement affecting the ability to walk, climb stairs or manipulate objects.

ESSENTIAL FEATURES FOR LAUNCH AREAS (PARKING TO WATER):

- **Surface Conditions:** Smooth surfaces and transitions. Minimal or no slope on most of the path. Avoidance of large-grade gravel or sand.
- **Proximity:** Close proximity to parking.
- **Navigation:** Clear signage.

DESIRED WATER ACCESS FEATURES FOR DISABLED INDIVIDUALS:

- **Accessibility:** Proximity to parking and restrooms. Minimal or gradual slope. Easy transitions in and out of water.
- **Safety:** Clear, defined paths with wheel guards and sight cane guidance. Safe wheelchair parking while in the water.
- **Water Conditions:** Calm, less busy water/boat access. Toe-dipping and swimming water access.
- **Equipment:** Transfer station for kayak or swimming. Flexibility in accommodating various crafts (kayaks, canoes, paddleboards). Smooth surface transitions.

IMPORTANT ADAPTIVE LAUNCH FEATURES:

- Transfer bench featuring handrails and a sliding last step for easy craft access.
- Edge protection on docks and drop-offs
- Protected boat slip or roller system lifting the boat out of the water for stability.
- Ramps into the water, with landing for wheelchair access.
- Side wall at seating height with railing for transferring from wheelchair to water.
- Smooth transitions and slopes.
- Safe space for equipment while on the water.
- Room for assisted transfers into boats.
- Equipment staging area.



ADAPTIVE EQUIPMENT AND CRAFTS:

- Kayak carts
- Kayaks with outriggers
- Tandem kayaks and canoes
- Center-mounted kayak paddle
- Paddleboards with attached seat

Precedent Examples

WESTPORT COUNTY PARK

The **Westport Boating Facility** in Clatsop County, Oregon, features a new, public boat ramp, including a 4-lane ramp, ample parking (46 truck/trailer and 33 vehicle spaces), a transient dock/gangway, public restrooms, and an RV host site. The new launch includes boarding floats, short-term tie-up docks, an ADA-accessible kayak launch dock, ADA restrooms, and ramps. The accessible kayak launch features include an ADA-compliant dock with a slide-out bench, handrails for stability, and a ramp to transition onto the dock. The floating dock adjusts with the tides, and the gangway is also ADA-compliant for easy access.



Oregon Adaptive Sports



Oregon State Marine Board



Oregon State Marine Board

SEINE RIVER GREENSPACE ENHANCEMENT PROJECT

Winnipeg's **Seine River Greenspace Enhancement Project**, completed in December 2020, improved accessibility at the John Bruce Accessible Canoe/Kayak Launch. Key features include a universal-access kayak chute, a transfer station and habitat restoration. The access point is located 70-100 feet from the staging area with a maximum slope of 5%.

MILLER'S LANDING RIVER ACCESS AND RESTORATION PROJECT

Miller's Landing in Bend is being redesigned to improve accessibility due to increased demand and inadequate access points. The user-centric project, developed with consultants and community members with disabilities, focuses on innovative water entry options for all users. The boardwalk is being redeveloped for boaters and those with mobility restrictions, and the north access point will be improved for safer swimming and wading. Construction is underway and expected to be completed by summer 2025 to accommodate peak season visitors and provide inclusive riverfront access.

TRAVEL  OREGON