



Appendix V: Public Engagement Oregon Ridge Park Master Plan

June 2023

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Outreach

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Under Separate Cover

- Subappendix A: Interviews and Focus Groups
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- Subappendix D: List of Educational Activities and Research; List of Users

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OUTREACH

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OVERVIEW

Multiple means to engage the public were employed during the development of the Oregon Ridge Park Master Plan (ORPMP). Recognizing that U.S. census data, permit documents, and program lists do not fully capture use within the park, public in person and virtual meetings, focus groups, interviews, online surveys, and intercept surveys within the park were conducted. Special events were held and an online survey and live polling were conducted to further capture people’s concerns. The extensive array of engagement activities is summarized in a timeline diagram on the following page.

A brief summary of each of the engagement activities follows, with more substantial supporting material available in these Subappendices:

- **Subappendix A: Interviews and Focus Groups**
 - Summary of Interviews and Focus Groups
- **Subappendix B: Public Meetings, Workshops, and Events**
 - Presentations and Meeting Notes
- **Subappendix C**
 - September/ October 2022 Online Questionnaire Responses
- **Subappendix D**
 - List of Educational Activities and Research in Oregon Ridge Park
 - List of Users of Oregon Ridge Park

A caution, the Subappendices are formatted in a variety of page layouts and sizes. Pay attention if printing.

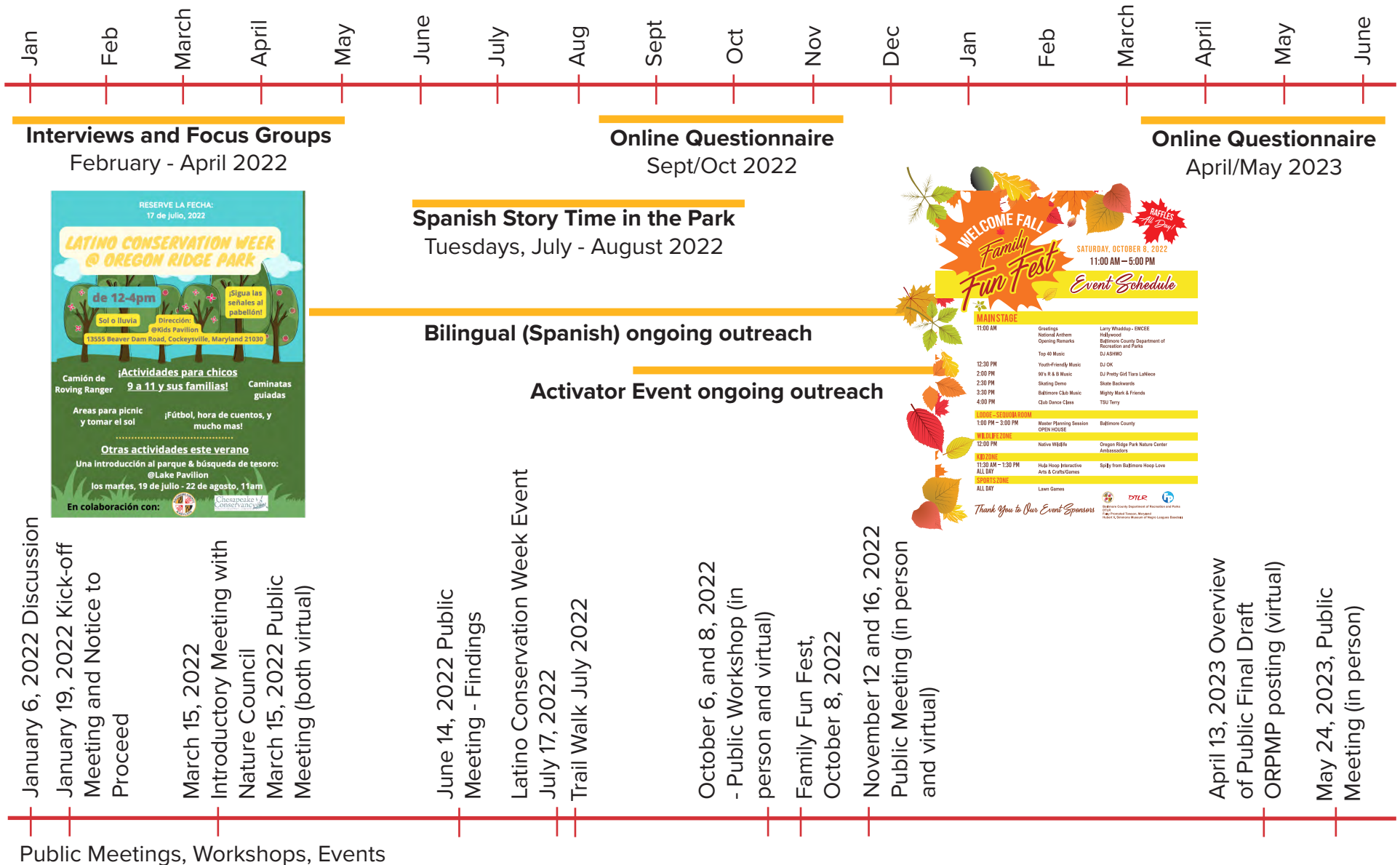
Also, all public meeting and workshop presentations presented digitally were recorded and are available as narrated presentations.



Sign near the Lodge announcing the online ORPMP survey availability

OUTREACH

The ORPMP was developed with a robust public engagement process, as summarized in the timeline below.



Public Meetings, Workshops, Events
ORPMP Public Engagement Schedule and Calendar - 2022

INTERVIEWS AND FOCUS GROUPS

Multiple people were queried regarding their concerns and passions for Oregon Ridge Park (ORP). A wide variety of issues were touched on, ranging from concerns for the park's management and condition of existing features to what is most cherished at ORP. Although specific questions varied in each discussion, a summary, without individual attribution, was compiled combining responses from all participants. Further information is summarized in Subappendix A under the following headers:

- General Setting of Park
- History of Park Expansion and Parcel Acquisition
- What Do You Want to See From the Master Plan?
- What Do You Cherish Most About the Park?
- What is of Concern in the Park?
- What Would be the First Improvement You Would Make to the Park?
- Who Uses the Park?
- Who is Missing From the Park?
- Natural Resources Not Discussed Elsewhere in These Notes
- Facility Comments
- Circulation and Parking
- Activities in Park
- Activities NOT Allowed at Park
- Park Maintenance
- Sources of Additional Information
- Other Concerns

Interviews and Focus Groups throughout the planning period

- Nature Center Volunteers - Martha Johnson, Charlie Davis, Alan Penczek, Tom Farrell
- Oregon Ridge Nature Council – Ralph Brown, Ann Conoles, Karen Jackson, Elaine Kasmer, Debbie Bacharach, Jim Curtis, Gary Anderson, Polly Roberts, Pat Clagett, Eszter Sapi
- Trails - Keith Rosenstiel
- Hot August - Jeremy Silver, Rouge Catering/Hot August
- Baltimore Symphony Orchestra - Rebecca Cain
- Kennedy Krieger - Michele Mueller
- Biking - Joanna Sales
- Valleys Planning Council - Renee Hamidi
- Biking - Carmita Vogel and Michael Marinaro
- Trails, Environment, and Park History - Charlie and Linda Davis
- Ballfields - Mike Madsen
- Birders – Simon Best and Carol Schreter
- Padonia International Elementary School, Jenny Torres, Community School Facilitator
- Baltimore County Public Library Cockeysville Branch, Stephanie A. Seipp
- Apple Tree Children's Center
- The Trellis School
- Warren Elementary School
- Common Ground Community Center
- Cockeysville PAL/Community Center
- Julio Lovo, Liga de fútbol Cockeysville (Hispanic Soccer League of Cockeysville)

Events and Activities throughout the planning period

- July 17, 2022 Latino Conservation Week
- Tuesday mornings @ 11 am in the Kidd's Nature Pavilion near the Quarry Lake
- In Person Hikes in the Park - Keith Rosenstiel and Ralph Brown – hike in park on trail system, July 26, 2022
- Charlie Davis - hike in park w/ESA
- Baltimore Bird Club - hike in the park August 25 w/ ESA



Meeting attendees at October 2022 Public Meeting

PUBLIC MEETINGS, WORKSHOPS, AND EVENTS

A series of activities were coordinated to engage and inform the broader public in discussions in the ORPMP and its contents. From early information meetings explaining what a master plan is, to events targeting potential park users, to informal outreach within the park, to formal workshops shared virtually and in person, a broad array of public engagement tools was employed to ensure that the most voices possible were heard.

Copies of the presentations are included in Subappendix B. A high level summary of the activities follow.

Public Meetings and Workshops

A series of meetings and workshops were held throughout the planning process, from an initial information meeting in January 2022 to a meeting focused on choices held in November 2022. A final public meeting is planned for May 2023 to respond to comments received on the Public Draft of the ORPMP.

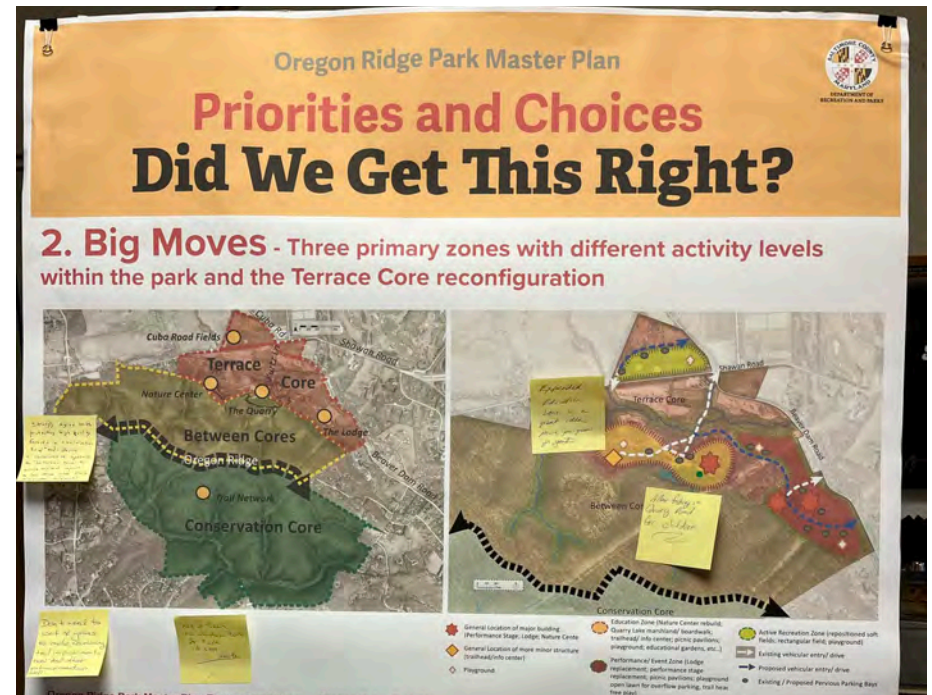
- January 6 Discussion, virtual
- January 19, 2022 Kick-off Meeting and Notice to Proceed, virtual
- March 15, 2022 Introductory Meeting with Nature Council, virtual
- March 15, 2022 Public Meeting - Project Introduction, virtual
- June 14, 2022 Public Meeting - Findings from Assessment, virtual
- October 6, and 8, 2022 - Public Workshop - Further Findings, in person and virtual
- November 12 and 16, 2022 - Public Workshop Concept Discussion, in person and virtual

Comment Collection

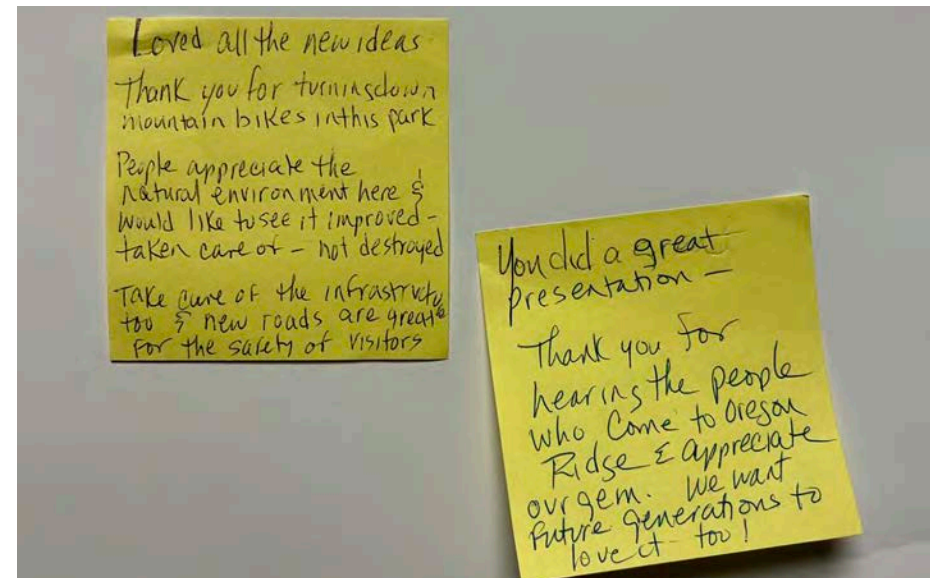
Different techniques were used to collect comments during the in person and virtual meetings.

In Person Meetings and Workshops: Conversation and Stickers

Yellow stickies, colored dots, and pens were used by meeting attendees at the in person meetings. Display stations, with planning team and Baltimore County staff members available to answer questions or listen to concerns were set up in multiple locations. Attendees were provided with a 'budget' of colored dots that they then used to indicate what appealed to them (green) and what did not (red) on the display boards. Numerous yellow stickies were stuck to the boards, offering praise and



Stickies affixed to display boards



Messages left on stickies

“We should celebrate the unique, pristine, and quiet nature of the park - not try to make it like all other parks. Particularly no to an aggressive use like mountain biking.”

“If you take a look at the Oregon Ridge map, it is notable that there are no walking trails in over 50% of the park area (on the western side). Are there any plans to develop this largely unused segment of the park? Opening up this area would allow a decrease in the concentration of traffic on the currently overused and eroded marked walking trails. There are some old forest roads in the unused section that could be redeveloped also.”

“Thank you to all for this open forum, the voting was fun as well as helpful to determine the opinions and ideas of the community.”

“Connectivity for equitable use of the park from public transportation is an excellent idea!”

“As a former teacher and current volunteer at ORNC, I see there is a huge need for more staff to provide educational activities to teach future generations about the importance of preserving natural areas.”

“I think people should consider the research, see the negative impacts, and make up their own minds. Or visit Loch Raven reservoir property or Lake Roland and see the impacts of mountain biking.”

“There is serious erosion throughout the park that has progressively worsened over the last 20+ years. Bikers on the trails will make the problems much worse. What measures are planned to seriously address erosion?”

“Chat box” entries from the October 6th virtual meeting

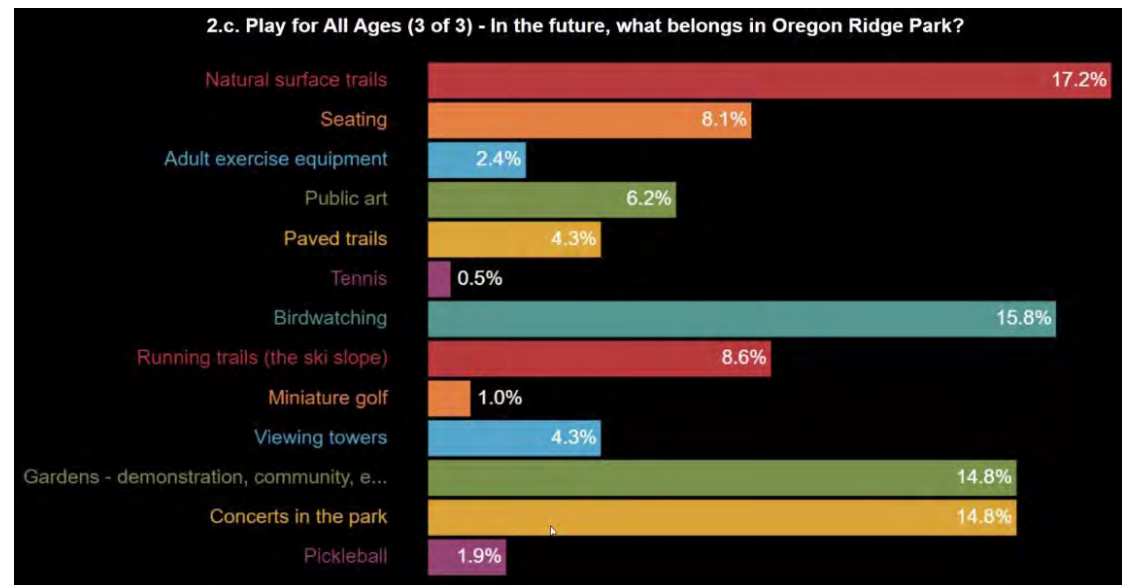
criticism of the various contents. Examples of these techniques appear on this page and the prior page.

Although each attendee was given a budget of dots to deploy, the intent of their use was provide an overall graphic view of likes and dislikes and not a valid vote.

Virtual Meetings

Many of the presentations were made virtually. The chat option was employed in all of the virtual meetings, allowing staff and the planning team to respond to questions or concerns raised in the discussions. All of the virtual presentations were recorded.

Two of the virtual meetings also incorporated online polling (not statistically valid, intended to provide the planning team with a sense of reactions to the shared materials) as a parallel technique to the dots and stickies employed in the in person



Screen shot of a live, online poll question as viewed during the October 6th virtual meeting

meetings. The online poll allowed the planning team to capture attendees reactions in a live, interactive format. Attendees were shown a series of images in the presentation corresponding to poll questions. A sample of the poll questions and results are included on this page.

Events

Two formal events were incorporated within the ORPMP outreach as a means of attracting voices not always heard from in park planning activities. Summaries of each event follow:

- Latino Conservation Week Event, July 17, 2022
- Family Fun Fest, October 8, 2022

National Latino Conservation Week

This national celebration was recognized with an event at ORP on the afternoon of July 17th, 2022. Although not as successful as hoped, the event hosted 20 participants. The intent had been to host 75 to 100, but cautions on parking and restroom constraints tamped down outreach to avoid an event that overwhelmed the park by having too many attendees. Flyers were limited to publication in Spanish only.

The event's goal was to engage individuals from the Latino community surrounding the park, with the hope that they would return to their communities and share stories of their positive experiences and encourage others to visit ORP. A number of activities were offered, from trail walks, to soccer, to art projects, and outdoor games. The most popular activities were decorating tote bags and making native seed bombs, with limited interest in a trail walk.

Outreach was focused on specific local elementary schools, community centers, a soccer league, and a public library as the target audience was 3rd to 5th graders.

RESERVE LA FECHA:
17 de julio, 2022

**LATINO CONSERVATION WEEK
@ OREGON RIDGE PARK**

de 12-4pm

Sol o lluvia

Dirección:
@Kids Pavilion
13555 Beaver Dam Road, Cockeysville, Maryland 21030

¡Siga las señales al pabellón!

Camión de Roving Ranger

**¡Actividades para chicos
9 a 11 y sus familias!**

Caminatas guiadas

Areas para picnic y tomar el sol

¡Fútbol, hora de cuentos, y mucho mas!

Otras actividades este verano

Una introducción al parque & búsqueda de tesoro:
@Lake Pavilion
los martes, 19 de julio - 22 de agosto, 11am

En colaboración con:

Annapolis County Maryland

Chesapeake Conservancy

Poster advertising Latino Conservation week event



Welcome signs at the October 2022 event



October 2022 event activity

The event lasted an additional hour more than planned. From a casual and visual assessment, it appeared that perhaps 20% of the participants were Hispanic. A number of the participants were already at the park for other reasons.

Lessons Learned

Future events will benefit from as many in person conversations as possible. Flyer distribution to the individual and to the entity the individual is associated with can reinforce these conversations.

Timing is everything. The Latino Conservation Week event at ORP did not come together until after school was out of session for the summer. Better timing would allow outreach to local schools and provide families the opportunity to plan ahead to participate in the planned event.

Family Fun Fest

This event was held on October 8, 2022, having been delayed a week due to weather concerns. Despite the cool temps of the day, there were 200 advance registrants and approximately 240 on site event attendees.

A number of tie-ins were made with local entities to better distribute the event particulars and to draw new audiences to ORP. They included:

- DTLR, a contemporary chain with brand-name sneakers, sportswear & accessories for adults & kids, provided banners, DJs, and day of promotional support. They also provided \$1000 in gift cards that were raffled off to attendees during the event.
- The Hubert V. Simmons Museum of Negro League Baseball donated three starter collector kits for raffle items, complete

- with a Rawlings baseball, a signed baseball card and a Jackie Robinson commemorative patch.
- Fully Promoted of Towson donated giveaway bags that were provided at the Welcome Table which included a few goodies and a personal first aid kit.
- Padonia Elementary School placed 600 of our bilingual promotional event flyers in student backpacks during the weeks of 10/1 and 10/8. A 4th grade class created pumpkin artwork for display at the festival.
- 1050 event announcement postcards were mailed to Cockeysville residents in houses and apartments within the Warren Road/ Cranbrook Road corridor.
- 1000 promotional flyers were distributed to barbershops/salons, churches and take-out food and family stores in the Cockeysville/Cranbrook Road area.
- Audio promos ran in the DTLR Towson store location, and included promo flyers in that store location.
- Participating DJs were encouraged to share the digital flyer with their social media followers.
- Designed, printed and placed promotional signage, including a 6' banner displayed in Oregon Ridge Park - Area D along Shawan Road
- Used a planning team's membership (Assedo) in the Baltimore County Chamber of Commerce to reach out to businesses interested in donating or supporting the Fall Fest.
- Explored digital outdoor advertising but learned that Clear Channel Outdoor does not currently have any locations in Baltimore County.

WELCOME FALL Family Fun Fest

RAFFLES All Day!

SATURDAY, OCTOBER 8, 2022
11:00 AM – 5:00 PM

Event Schedule

MAIN STAGE		
11:00 AM	Greetings National Anthem Opening Remarks	Larry Whaddup - EMCEE Hollywood Baltimore County Department of Recreation and Parks
	Top 40 Music	DJ ASHMO
12:30 PM	Youth-Friendly Music	DJ OK
2:00 PM	90's R & B Music	DJ Pretty Girl Tiara LaNiece
2:30 PM	Skating Demo	Skate Backwards
3:30 PM	Baltimore Club Music	Mighty Mark & Friends
4:00 PM	Club Dance Class	TSU Terry
LODGE – SEQUOIA ROOM		
1:00 PM – 3:00 PM	Master Planning Session OPEN HOUSE	Baltimore County
WILDLIFE ZONE		
12:00 PM	Native Wildlife	Oregon Ridge Park Nature Center Ambassadors
KIDZONE		
11:30 AM – 1:30 PM ALL DAY	Hula Hoop Interactive Arts & Crafts/Games	Spilly from Baltimore Hoop Love
SPORTS ZONE		
ALL DAY	Lawn Games	

Thank You to Our Event Sponsors





Baltimore County Department of Recreation and Parks
DTLR
Fully Promoted Towson, Maryland
Hubert V. Simmons Museum of Negro Leagues Baseball

Schedule of activities for October 2022 event



Oregon Ridge Park Master Plan Questionnaire

Help us plan for Oregon Ridge Park's future!

Baltimore County Recreation and Parks is investing significant Capital Funds to refresh and enhance Oregon Ridge Park in the near future. To guide this investment and others, the County is formulating a park master plan that will identify and choreograph park investment and changes over the next twenty years.

Help shape the master plan by completing this survey, attending public workshops and presentations, checking the Oregon Ridge Master Plan project web site, and sending your thoughts via email to oregonridgemasterplan@baltimorecountymd.gov

Thank you for your time, and we look forward to learning your thoughts on Oregon Ridge Park!

Online questionnaire introductory prompt

“I love Oregon Ridge. It’s a splendid place to enjoy nature and I have loved visiting as a girl, a young woman without kids, a mother of babies and now a mother of school age children. My kids and I always have great time. I hope you won’t change the park too much. The best part of the park are the plants and animals.”

“This park is a rarity and gem, that is perfect in its natural, existing state. Yes, there are some dated aspects, such as the nature center, that are in need of repair. Overall, I believe less is more when it comes to the master plan. Preservation for generations to come is paramount.”

“I appreciate all the work that has been done to improve trails in
Questionnaire open-ended responses received

REACHING ALL PARK USERS

In addition to the organized uses within the park, where the visitor is captured through program registration or picnic pavilion rental, ORP attracts general visitation, including playground users, individuals using the park for recreational fitness (e.g., trails and unreservable day use), drone flyers, geocachers, sun bathers, Plein Air artists, dog walkers, researchers, playground visitors, and of course hikers and picnickers.

These are important visitors to engage. Information was captured from these users in a number of ways, including intercept surveys in the park and online questionnaires.

Additional outreach included a robust effort to reach the native Spanish language speaker with the addition of summer/ fall Bilingual Ranger program hosting weekly story times in the park, making visits to local schools, and to local events like the Maryland State Fair or community health forums.

Intercept Surveys in the Park

Two separate park visits were made to intentionally visit with park users in September 2022, a Friday morning on September 23 and a Wednesday morning on September 28. The first visit focused on the developed areas of the park, with two planning team members distributing a notice about the upcoming October Public Meeting and QR code that directed the user to the online questionnaire. The second visit focused on the trails, with the same materials being distributed.

Online Questionnaire

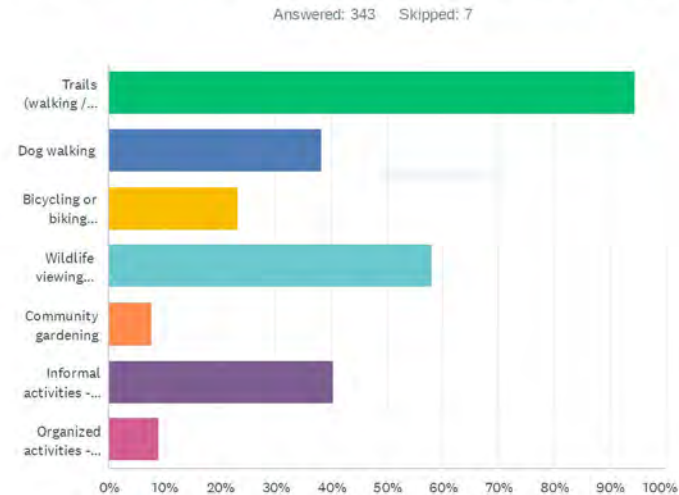
A questionnaire, again not statistically valid, but intended to give the planning team a feel for responders reactions, was posted on an online platform for two months during September and October 2022. Full results are found in Subappendix C. Three

hundred and fifty people completed the survey. A QR code was provided for an English language and a Spanish language version of the survey. No Spanish responses were received. All percentages quoted are rounded.

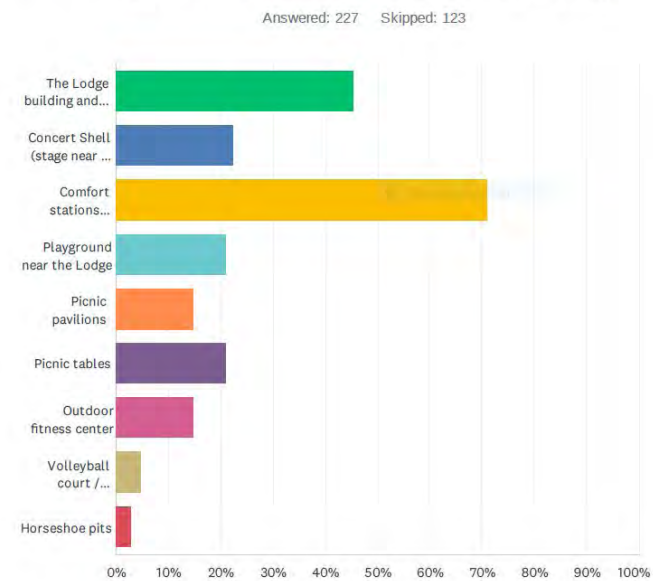
Takeaways from the questionnaire results include:

- Just under half of the respondents are weekly visitors to ORP
- More than 98% of park visitors arrive in their car
- The highest number of responders visit the Lodge area for activities at the Concert Shell (37%)
- Three activities draw respondents to the Nature Center: Indoor exhibits and displays (64%); Outdoor animal exhibits (63%); and Indoor animal enclosures - reptiles, amphibians, etc. (57%)
- More than 46% of respondents do not visit the Quarry Lake area, while 38% say they visit it for non pavilion picnicking
- 93% of the respondents do not visit Cuba Road Fields
- By far most respondents visiting ORP to participate in parkwide recreational activities do so to use the trails (94%)
- Suggested ways to draw a respondent to visit ORP more frequently include enhanced trails, disc golf, lap swimming, mountain bike trails (33 respondents), better lodging, restoration of the historic ruins, more concerts, and better restrooms
- Respondents indicated their top three priorities for enhancement or upgrading are: restrooms (71%); followed by the Lodge building and facilities (46%); and the Concert Shell (22%)/ Playground near the Lodge (21%)/ and Picnic Tables (21%) too closely ranked to separate as a third priority
- The top three responses received for the Nature Center enhancement or upgrade are: the building itself and its facilities (65%); the indoor exhibits and displays (48%); and outdoor animal exhibits (42%)

Q8 When you visit Oregon Ridge Park, which parkwide recreational activities do you participate in? (Select all that apply)



Q10 Which park features should be enhanced or upgraded at the Lodge Area? (Select no more than three features.)



Results from questions 8 and 10 of the online questionnaire



Poster for Story Time at ORP

- The top three recommended areas for improvement at the Quarry Lake include: canoe launch (49%); casual picnicking facilities, not a pavilion (32%); and the tot lot playground next to the lake (29%)
- At Cuba Road Fields, more than half of the respondents (59%) suggested 'other' for improvements at Cuba road while 48% suggested improvements to the softball fields; some of the 'other' suggestions included a paved walking path, bike trails, volleyball court, a disc golf course, multi-use athletic fields (for use by soccer, field hockey, softball, etc.), dog park, or parking
- When respondents were asked to identify the top three parkwide features to enhance or upgrade, trails receive by far the most positive responses at 82%, followed by natural areas and resources at 49% and restrooms at 34%
- The highest number of responders were over 65 years old (81), followed by those aged 55-64 (77), then those aged 45-54 (74), and those aged 35 - 44 (65)
- Of the respondents, 184 did not have children under 19 living in their household while 149 did
- Over 80% of respondents noted their ethnicity as White or Caucasian

Bilingual Ranger Program

A new program was employed at ORP during the summer and fall of 2022. Emulating work in Maryland State Parks, a group of bilingual young people staffed the park, assisted in document translations at the Nature Center, and made park introductory visits to local public libraries, (Owings Mill and Cockeysville Branches of the Baltimore County Library), sites (Maryland State Fair; Common Ground Community Center; Cockeysville PAL/Community Center), and special events. Outreach Completed as of August 2022.

A story time in the park was established one day a week in late summer and early fall.