

# Community Driven Planning for Rural Oregon

## Need

The Lincoln County Library District (LCLD) is launching its first strategic planning activities. A community profile and feedback campaign are necessary preliminaries to start a dialogue, allocate funds, and prioritize library services.

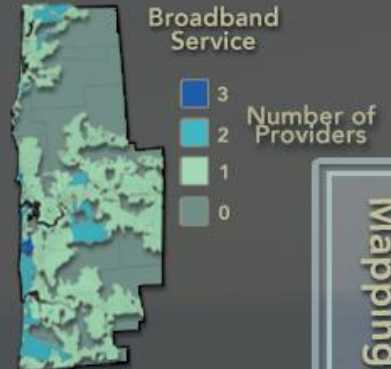
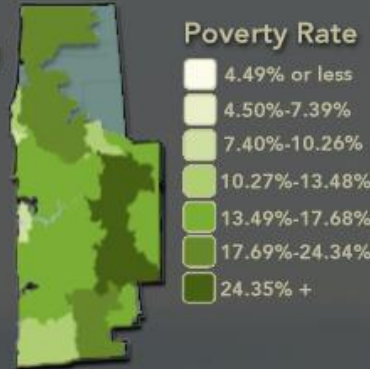
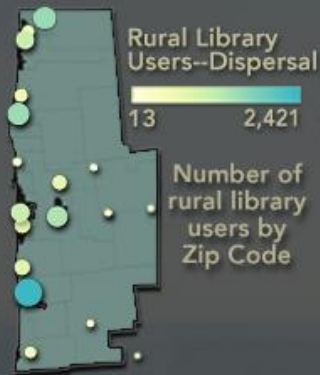


Lincoln County, Oregon

## Implementation



Mapping voter precincts, broadband service, library user dispersal, and demographic data helps LCLD target areas to focus communication efforts, expand existing services, or launch new ones.



## Mapping

## Total Population (47,881)

- 0.7% Native Hawaiian / Pacific Islander
- 1.2% Black or African American
- 1.9% Asian
- 2.9% Some other race
- 5.7% American Indian and Alaska Native
- 92.5% White



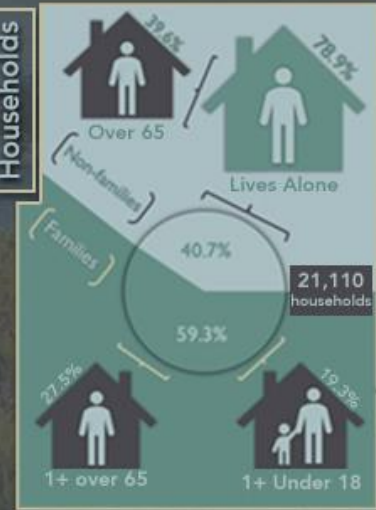
## Race



## Hispanic or Latino (4,340)

- 0.2% Cuban
- 0.3% Puerto Rican
- 1.3% South/Central Americas and Spain
- 7.3% Mexican

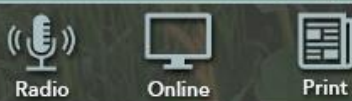
## Households



## Community Profile

## Marketing

### An awareness campaign



will accompany feedback collection to increase LCLD's visibility.

## Targets

### Survey Goals Include



Sample size of 379 +



Share data with stakeholders



Open tools & data types

## Feedback Campaign Design

Informed by the community profile, this feedback campaign will survey rural Lincoln County residents by prioritizing remote areas with low voter turn-out, higher poverty rates, and inequitable access to library services.



The survey's language is not specific to libraries, allowing respondents to share their dreams and challenges un-governed.



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