



Benton Believes

Benton County Comprehensive Plan Project

Community Priorities:
Public Engagement Phase 1



**Benton
County**

**COMMUNITY DEVELOPMENT
DEPARTMENT**

Phase 1 Public Engagement

CPAG Meetings

Comprehensive Plan Advisory Group

3 workshops to create an outreach plan

3 workshops to discuss:

What are drivers of change?

What are robust preparation strategies?

Why does Benton County need to update the Comprehensive Plan?

Public Survey

- Open from March 3th to April 4th, 2025
- Offered in English and Spanish
- Received 409 responses

Asked Benton County:
What is most important for Benton County to plan for?

Public Workshops

4 meetings held between March 3th to April 4th, 2025 in:

- Wren, NW Benton & Mid-Benton
- South Benton
- North Benton
- Alsea

Asked Benton County:
What should Benton County keep and what should change?

Phase 1 Public Engagement

Community Priorities Survey



Public Outreach Survey

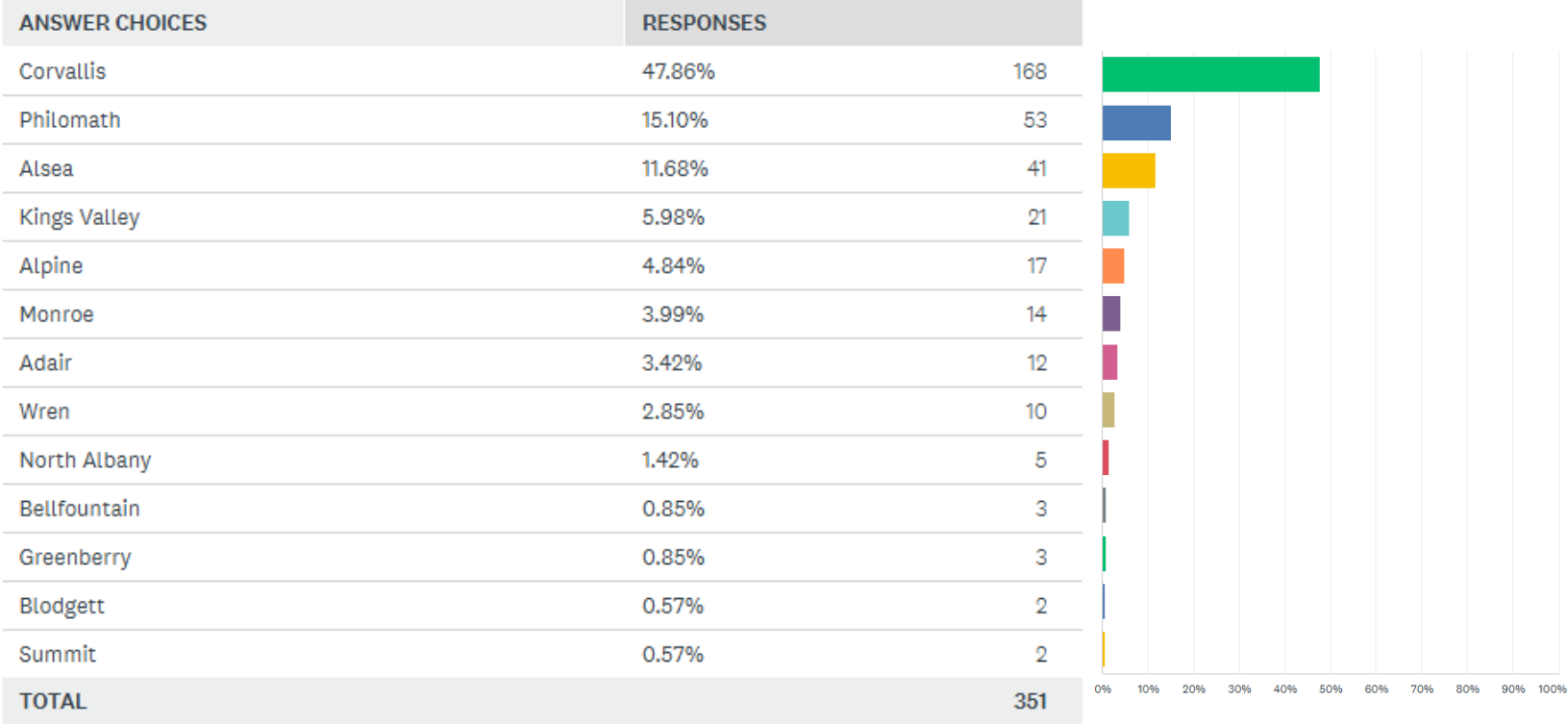
Survey Date: March 3th - April 4th, 2025

Survey Responses: 409

- Offered in English and Spanish

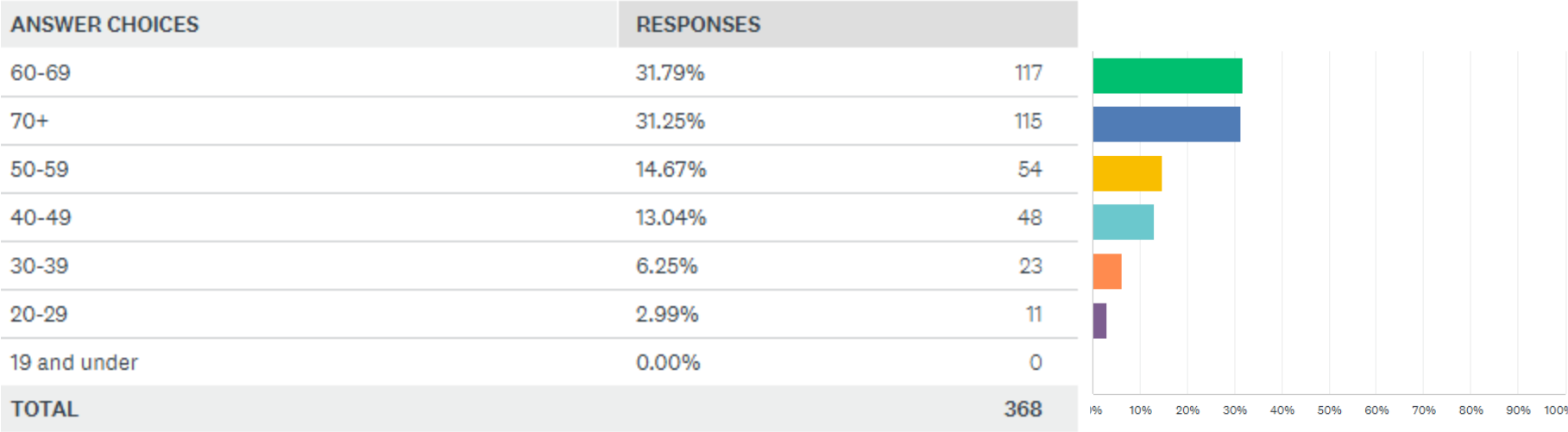
Overview of Responses

In which Benton County city or community do you live?

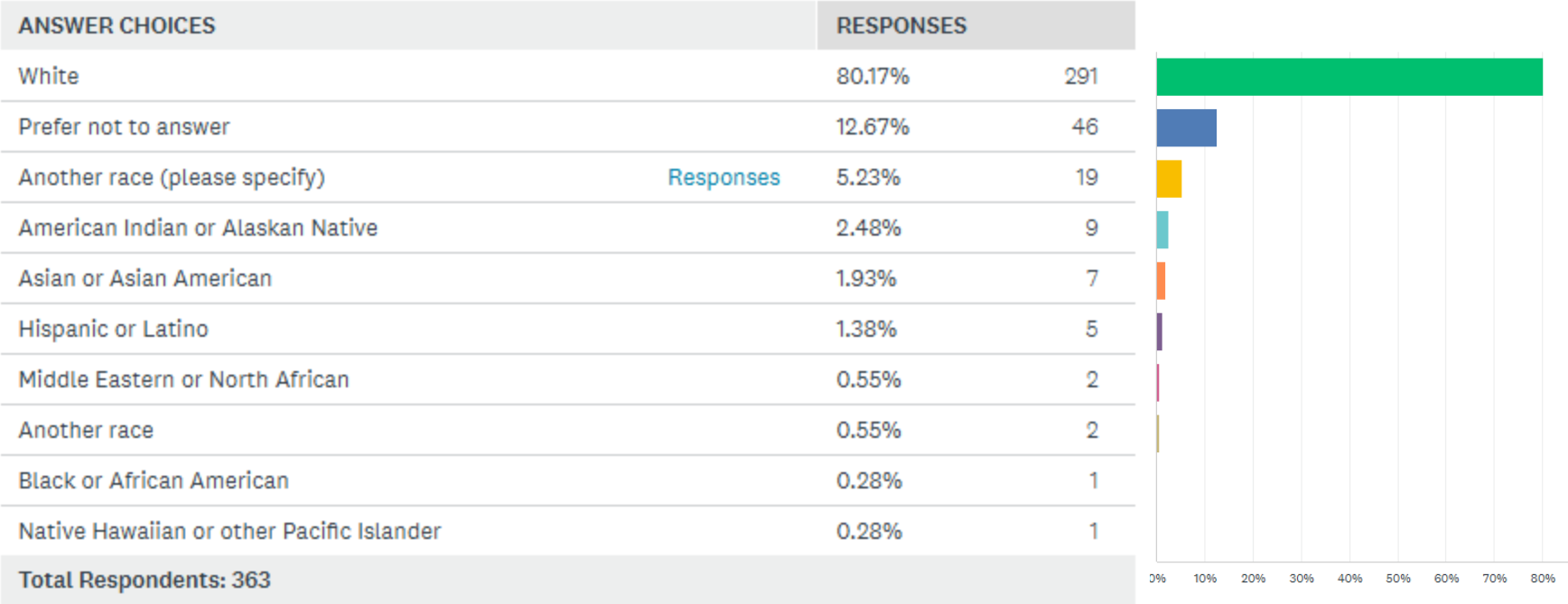


Overview of Responses

Which age group do you belong to?

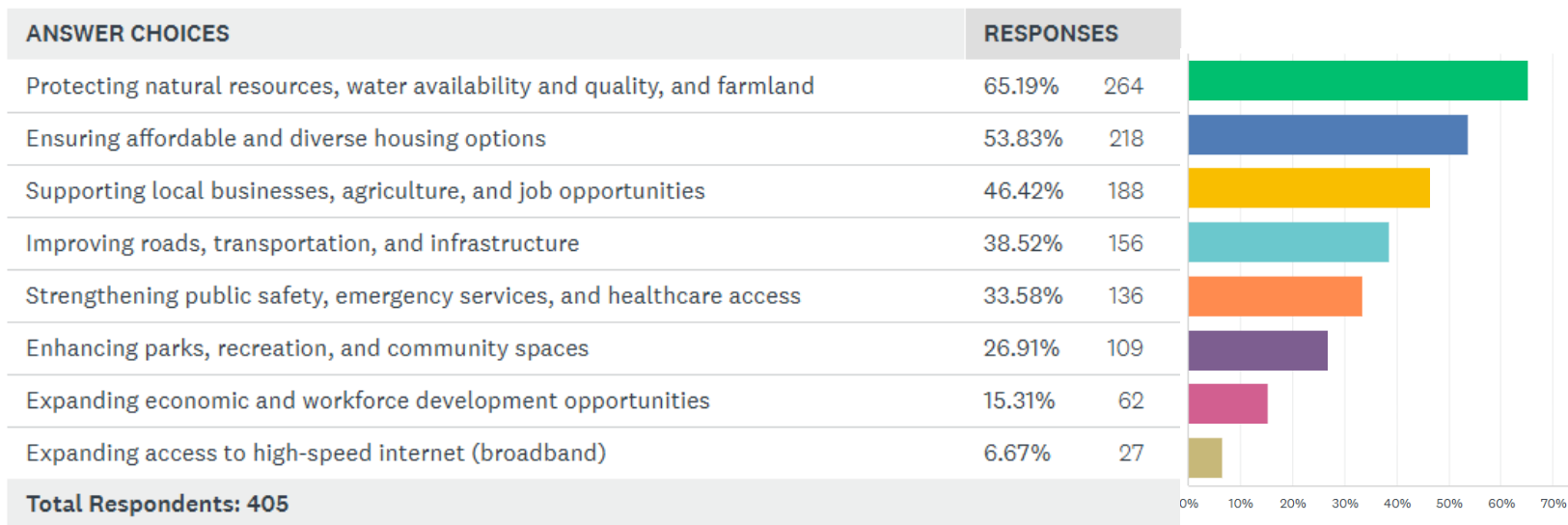


How would you describe your racial and/or ethnic identity?



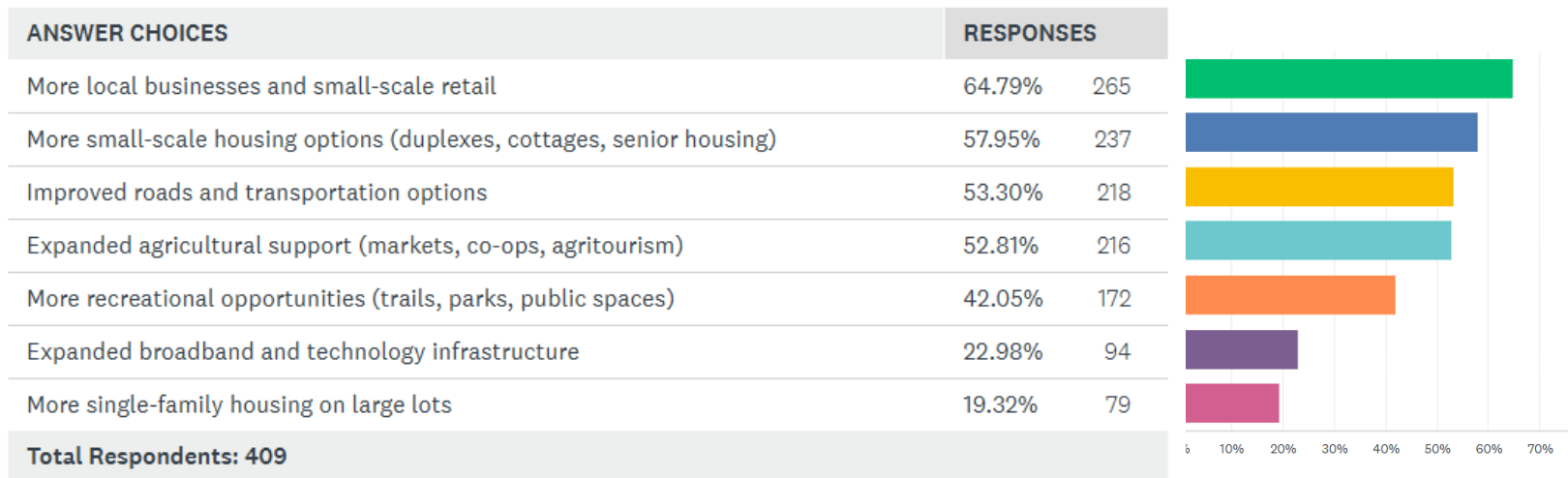
Overview of Responses

Q1. What are the top 3 priorities the Comprehensive Plan should focus on?



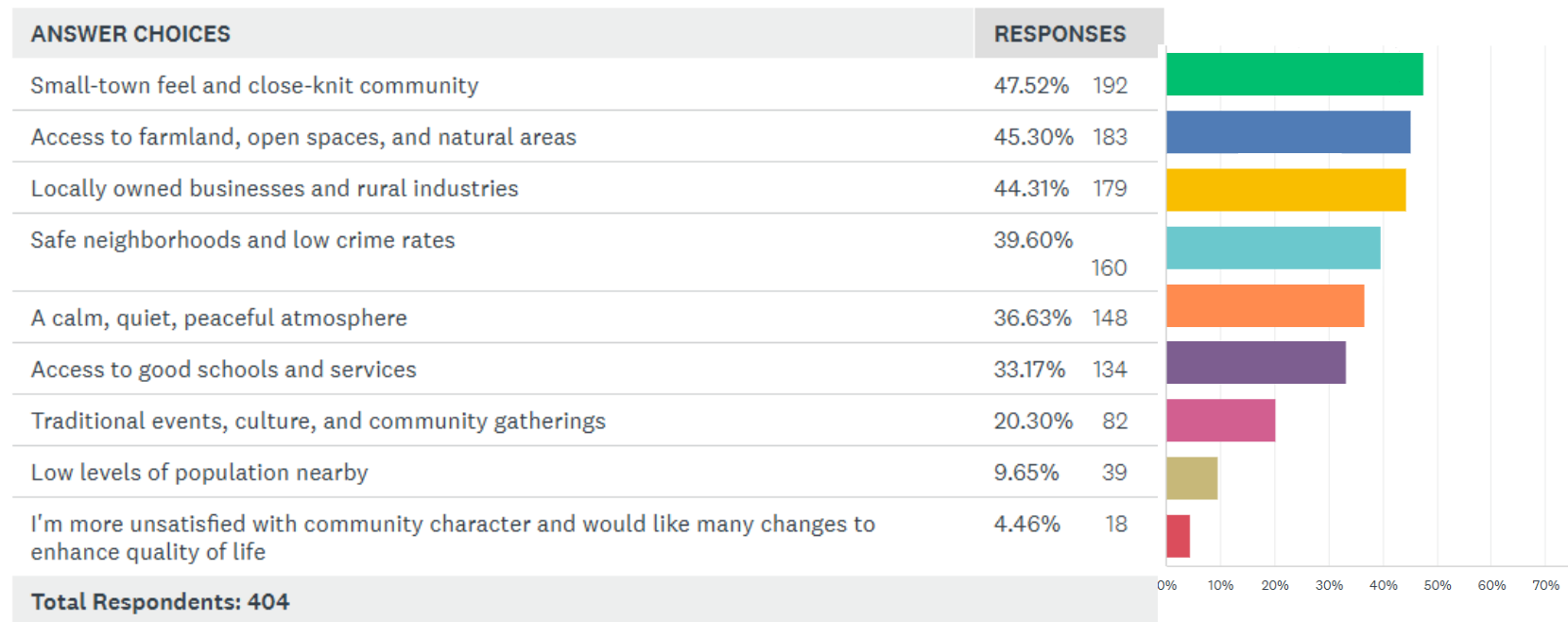
Overview of Responses

Q2. What specific types of growth or development would you like to see?

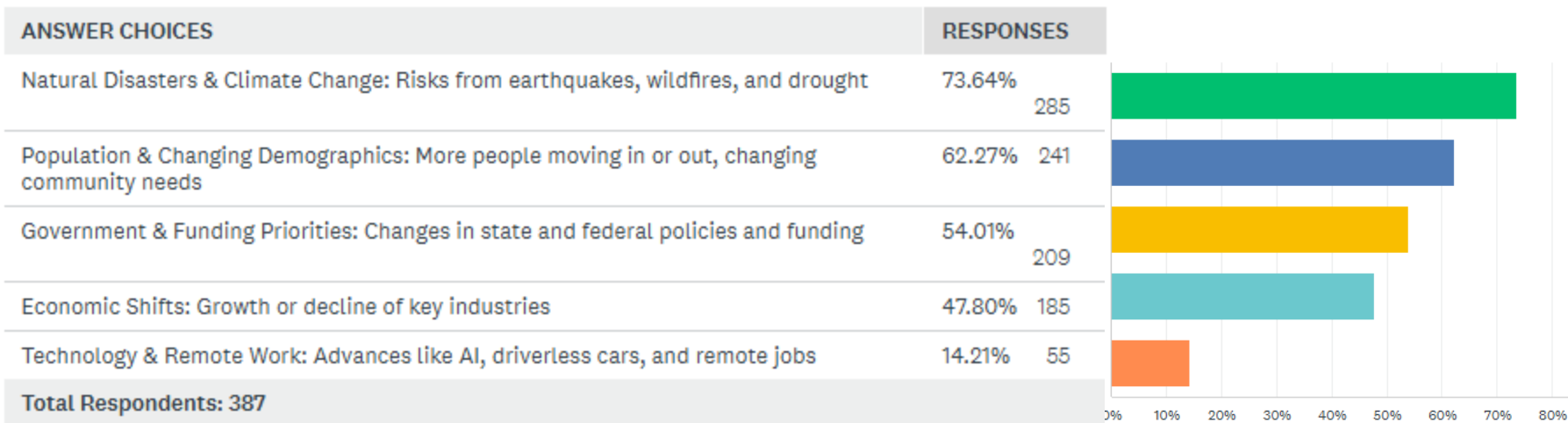


Overview of Responses

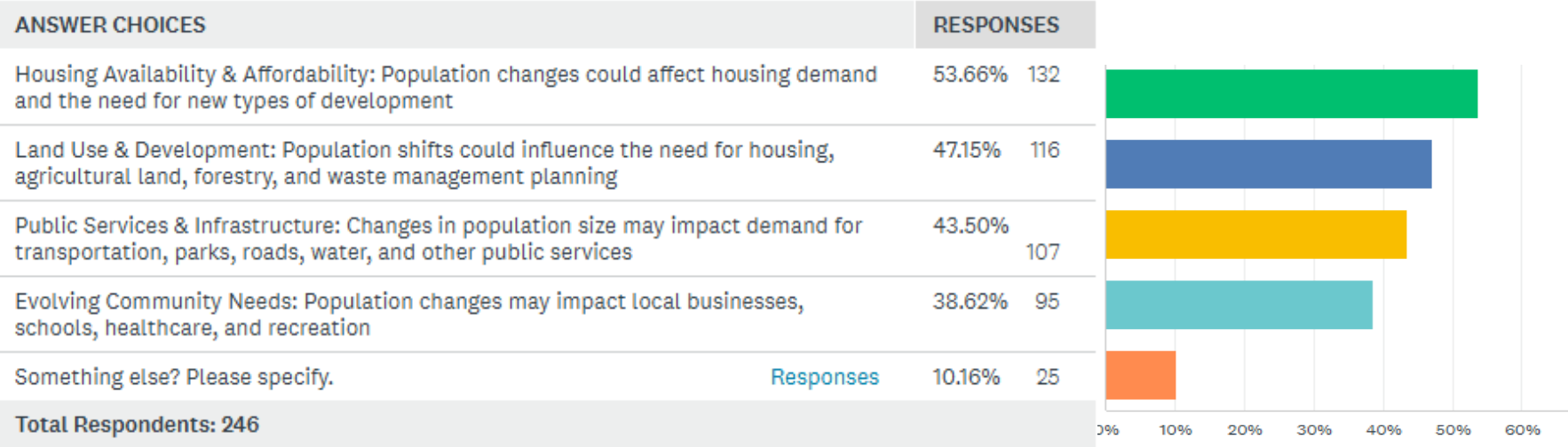
Q3. What aspects of the community's character and way of life are most important to preserve to ensure quality of life?



Q5. Which of the following changes should the Community Comprehensive Plan help Benton County prepare for?

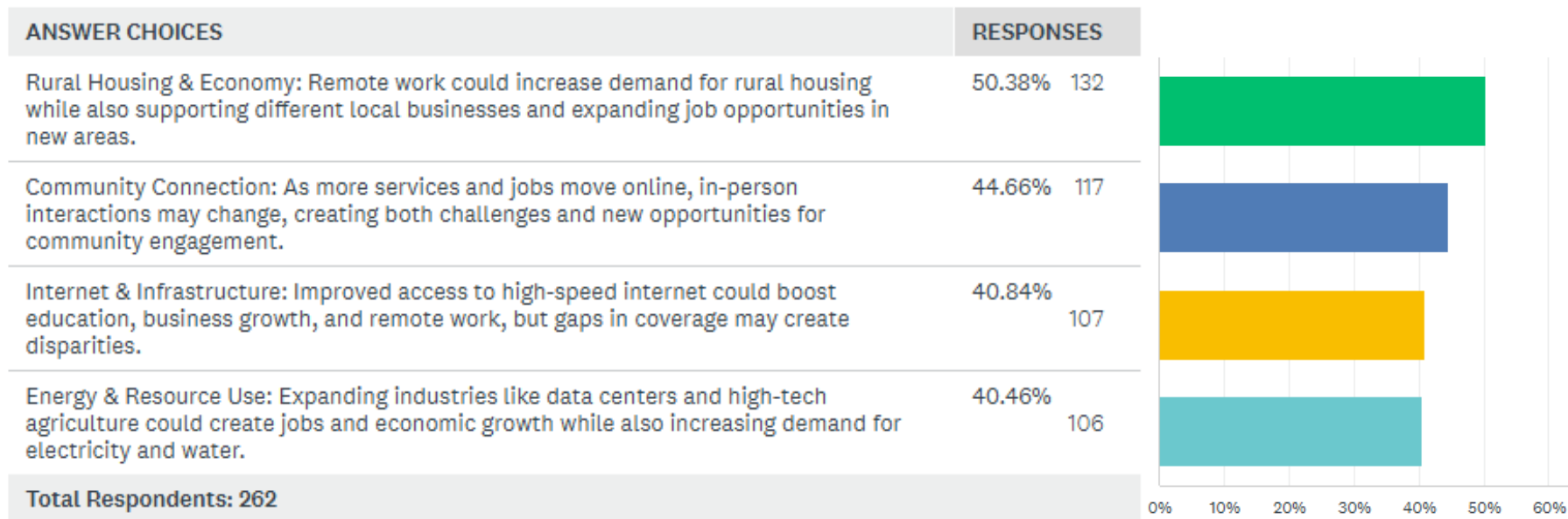


Q6. Which of these scenarios do you think is most important to prepare for?



Overview of Responses

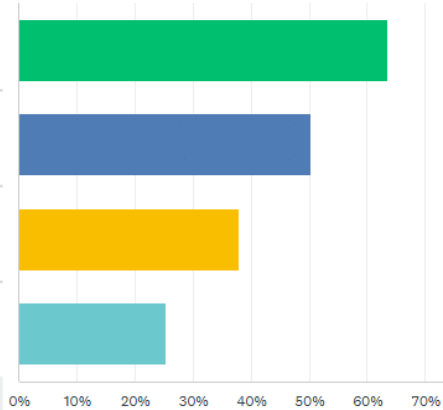
Q7. How might new technology and remote work impact Benton County? Which of these should we prepare for most?



Overview of Responses

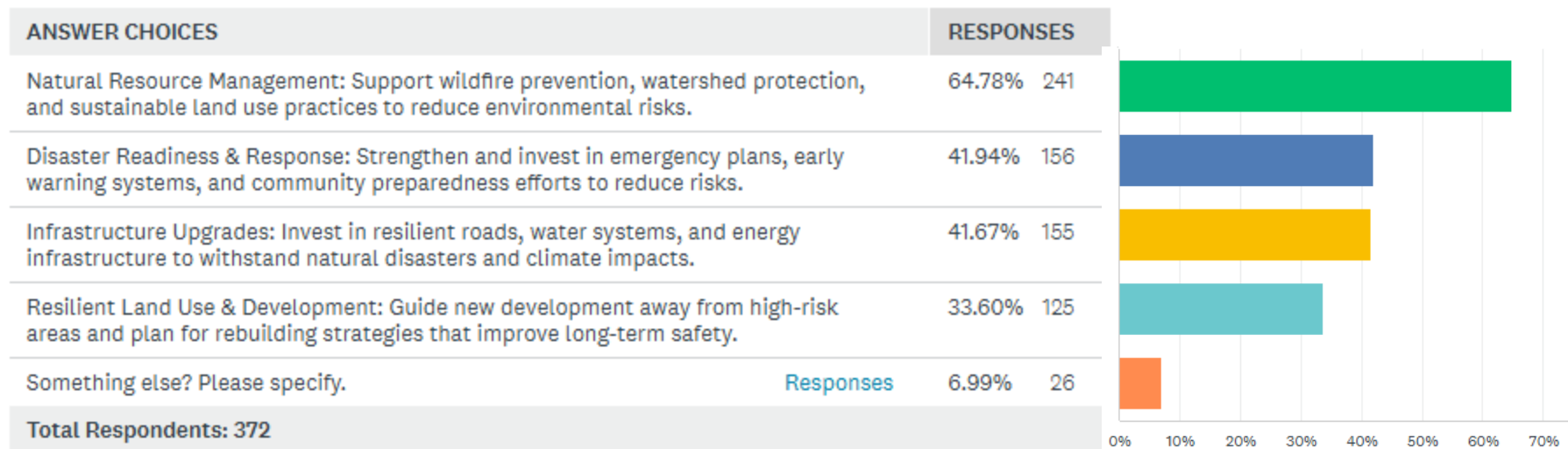
Q8. As the regional and local economies evolve, what should Benton County prepare for most?

ANSWER CHOICES	RESPONSES	
Land Use & Business Growth: New and existing industries may compete for space and resources, influencing how land is used and developed.	63.50%	207
Infrastructure & Services: Growing industries may bring new investments and jobs but could also require upgrades to utilities, broadband, and transportation.	50.31%	164
Workforce Changes: As industries grow and shift, new job opportunities may emerge, requiring a shift in workforce training and skill development.	38.04%	124
Agricultural Innovation: Advances in farming and automation may create new efficiencies and opportunities while also changing traditional practices and land use.	25.46%	83
Total Respondents: 326		



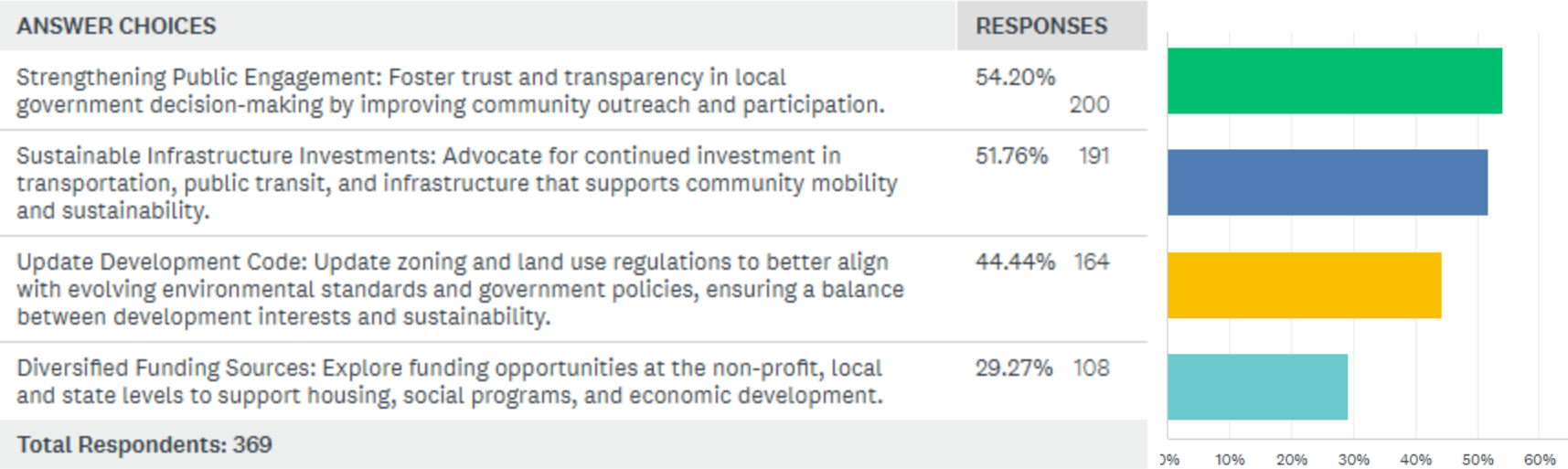
Overview of Responses

Q9. How should Benton County prepare for climate and environmental challenges?



Overview of Responses

Q10. How should Benton County prepare for shifts in public and/or government priorities?



Phase 1 Public Engagement

Community Meetings



Public Outreach Workshops

Number of meetings: 4

- Wren, NW Benton & Mid-Benton
- South Benton
- North Benton
- Alsea

Total Participants: 44

Community Priority Workshops

At the community priority workshops, residents were invited to reflect on features of Benton County that they want to see preserved or change. Comments were grouped by category areas and tallied by “Keep it” or “Change it”.



Neighborhoods & Housing

Keep it

What makes Benton County a special, unique, or enjoyable place?

“Rural community feel”

Change it

What is missing or could be improved in Benton County?

“Incredibly high cost of living”

Community Priority Workshops, Sample Responses

Common Ideas	Keep It	Change It
Business & Economy	Protect local businesses, locally owned farms, commercial nodes	Big box stores, living wage jobs, more businesses to support county communities
Neighborhoods & Housing	Walkable, low density, community fabric	Housing cost and diversity of options, unhoused population, local control
Transportation & Connectivity	Small town feel, rural	Cultural activities, gov't outreach to citizens
Parks & Environment	Green space, access, farm and forest land, county parks	Trailhead parking, more trails, community rec - local parks and playgrounds
Public Services & Infrastructure	County library, rural fire dept	Broadband, more resilient electric, water storage for wildfire suppression, rural medical care
	Low traffic, lack of congestion	Rural transportation options (bike, bus, etc), growing traffic / freight

Phase 1 Outreach

Benton Believes Website



BentonBelieves Comprehensive Plan

Benton County is updating its Comprehensive Plan

The Benton County Comprehensive Plan update will shape land use for the next 20 years or more, and every member of the community can contribute to creating it.

[Learn about the project »](#)



Quick Links



Find resources

Get information about past comprehensive plans, the State of Oregon's Land Use Planning Goals and the County Community Development department.

[Find helpful documents »](#)



Review the 2007 Plan

The County currently uses a Comprehensive Plan that was ratified in 2007. We've created a summary of the plan for a high-level overview of the document.

[Check out the 2007 Plan »](#)



Benton 360° Photo Contest

We want to see YOUR Benton County. Enter our contest by submitting your favorite photo(s) showing how our community experiences our natural and built environments.

[Submit a photo »](#)



About the Project



Updating the Comprehensive Plan

A comprehensive plan is a document that outlines the County's long-term vision and goals for future development, including land use, transportation, housing, public facilities and more. It is a blueprint for how a community wants to grow and evolve over time, incorporating resident input and considering current situations.

Right now, the County uses the 2007 Comprehensive Plan.

Updating the comprehensive plan is a multiyear process.



Gathering Community Input

This process began with collecting guidance from community groups throughout Benton County. The Community Partner Advisory Group steered conversations around core elements of the comprehensive plan like community priorities and key areas of impact.

As the comprehensive plan update process continues, this group will continue to help steer community involvement and identify key components for update.

[See meeting minutes and documentation »](#)



Frequently Asked Questions

- + What are the opportunities to get involved?
- + How does the Comprehensive Plan impact me?
- + Why now?
- + What is the process for creating a comprehensive plan?
- + How will this change what is in place, and when will I see those changes?

Phase 1 Outreach

Benton 360 Photo Contest

HELP SHOWCASE BENTON COUNTY FROM EVERY ANGLE

Benton 360°

Countywide
Photo Contest



OPEN UNTIL AUGUST 8, 2025



Benton
County
OREGON

Submit digital photos in exchange for photo credit in a variety of County contexts (like social media, website and the County's Comprehensive Plan), a contact link and **a chance to win cash prizes**. Upload photos before August 8, 2025 for a chance to win!



bit.ly/benton-360

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