

E.C.I.I

Estacada's Center for Industrial Innovation

Community created, nationally distributed



CITY OF

ESTACADA

unexpected / untamed / unforgettable



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Meet the Team



Sydney McCrone, a third-year student studying public relations and political science, is beginning her final year at the University of Oregon. She has professional experience working at a global sports communications firm, where she conducted international market research and developed campaign ideas for institutional clients. She also has a background in social media as a Social Media Coordinator for the University of Oregon Health Services.



Harper is a senior at the University of Oregon, majoring in Public Relations with a minor in Legal Studies. She brings diverse communications experience, including serving as a Communications Intern for the UO College of Arts and Sciences, completing a content marketing internship with a digital marketing agency in Portugal, and leading as an Account Supervisor at Allen Hall Public Relations. Currently, she is writing a thesis for the Clark Honors College, creating a PR campaign to raise awareness for late-diagnosis ADHD in women.



Thomas is a senior at the University of Oregon, majoring in public relations with a minor in sports business. As an aspiring public relations professional, he has interests in sports and event management. Thomas has gained hands-on experience working in NIL as a Public Relations Specialist at Oregon Accelerator. He also has a background in event planning and is a Lead Scheduling Assistant at the Lundquist College of Business. By integrating these experiences, Thomas is dedicated to helping build brands that inspire others.



Keir is a senior at the University of Oregon, majoring in sociology and public relations and minoring in women's, gender, and sexuality studies. She aims to combine all of these areas of study and work in healthcare communications in the future. She has gained experience working in communications and design roles at UO Sexual Violence Prevention Education and Allen Hall Public Relations to solidify further her passion for accessible, inclusive, and educational healthcare.



Olivia is a senior majoring in public relations with a minor in digital humanities. She has many industry interests for her future, but is most interested in athletics or the nonprofit sector. Olivia has professional experience with copy editing and is also very interested in working for a publication, preferably a magazine, as a copy editor.



Core Problem Statement

The core challenge facing the City of Estacada is accommodating the increasing population, specifically growing the number of businesses in the Industrial Campus that contribute to the rising economy.

Our Goals

Estacada's new industrial campus provides the opportunity for local, regional and national business owners to expand their business and fill vacancies within the industrial campus.

Thanks to the rising population of Estacada, the city hopes to fill vacant business locations in the new Industrial Center and stimulate growth in the local economy.

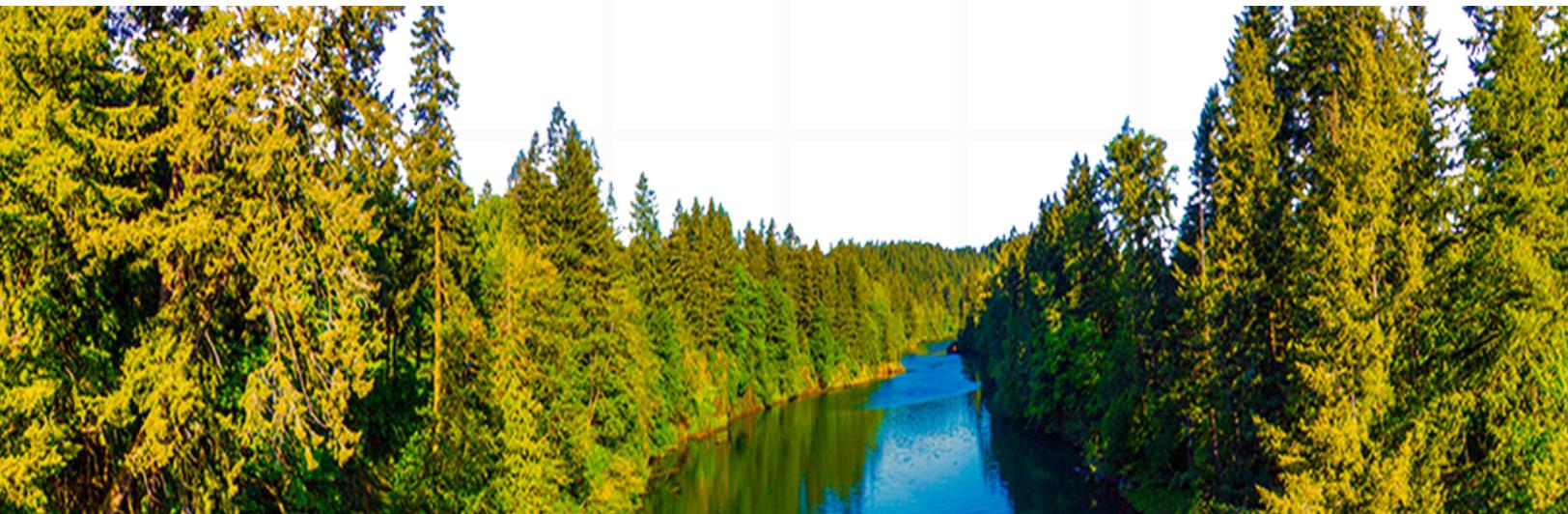
Situational Analysis

Situational Analysis

The City of Estacada is searching for alternative methods to encourage businesses to lease within the brand-new 130-acre industrial campus. Specifically, the city wants to create a plan focused on regional and national outreach to build awareness and interest from business owners to move to Estacada. Our team sees this as an opportunity for business owners to expand their companies to an area that has tax benefits, with the industrial campus being built as a property that qualifies for Enterprise Zone tax benefits.

We believe the lumber, manufacturing, electrical, and industrial ecosystem industries would be interested in expanding to the industrial campus, and we plan on targeting local, regional, and national businesses in these areas. Estacada's workforce is primarily made up of young workers who need a living wage, and new businesses can target this age group for employment. Additionally, the population of Estacada has increased by 33.74% since 2020, increasing the pool of employees, clients, and customers for new businesses. Businesses can continue to retain young talent by partnering with the community (high school, community college, etc.) to find local workers who specialize in a specific trade and are looking to stay in Estacada long-term.

If young citizens remain in Estacada for work instead of moving to larger cities, the population will continue to rise, the city's economic revenue will increase, and business owners will be satisfied with their expansion.



Organizational Background

Communication Resources

The City of Estacada utilizes several communication resources, mainly through a contact page, Facebook and Instagram. Their Facebook page contains general government updates and their LinkedIn is not used very much. The [City of Estacada](#) has 1,229k followers on its Instagram. On its second Instagram account, [Visit Estacada](#), they only have 727 followers. Their [Facebook](#) has a higher turnout at 6.2k followers. Finally, their [X](#) has around 131 followers and zero posts. Although Estacada is trying to get their name out there, they don't have the regional or national draw to get people interested. This is hurting Estacada and is one of the many reasons why the city isn't as well known. There is an opportunity to post about business opportunities for people looking to move their companies there.

History and Reputation

Pioneers and immigrants first came to the Estacada area in the 1850s, and the land was primarily used for cattle to graze. The town of Estacada was founded in 1905; it was originally founded for workers helping to build the Cazadero Dam, but it soon became a popular destination for Portlanders to take the 36-mile train ride and trade city life for mountains, forests, and picnics at Estacada and Cazadero. Originally, a railway carried workers to the river because it was difficult to access; paved roads were shortly built, and Estacada became a center point for the timber industry. Estacada was known as a mill town, and the historic mill still stands today. Estacada is also very close in proximity to Philip Foster Farm, which is where Oregon Trail pioneers first arrived in the Willamette Valley.

The city offers a variety of activities and is best known for its outdoor recreation and proximity to Portland. For locals of Clackamas County, Estacada is well known. However, on a regional and national scale, the city is not widely known. According to the [World Population Review](#), the city has a population of 6,029 people. This is ranked 97th in Oregon when it comes to population size.

Organizational Background

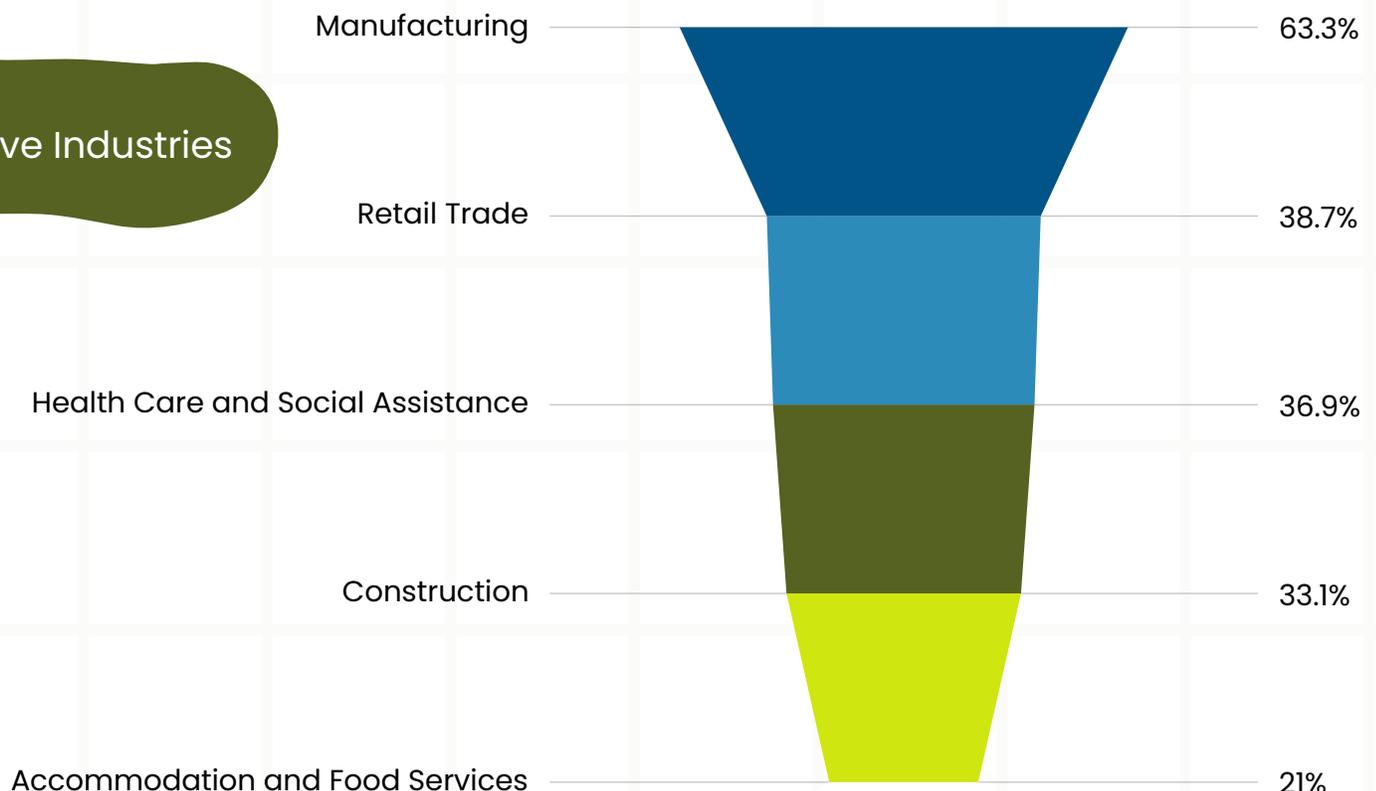
History and Reputation cont.

Estacada, Oregon, has a reputation as a scenic small town along the Clackamas River with a strong community feel and great access to outdoor recreation, making it appealing to those who value nature and affordability compared to Portland suburbs. Estacada has been experiencing rapid growth, expanding at an impressive annual rate of 5.31%. Since the 2020 census, when its population was recorded at 4,508, the city's population has already surged by 33.74% (now 6,029).

Estacada in Numbers

Estacada is located in Clackamas County, locally known as the "Heart of the Clackamas," and is nestled at the base of Mount Hood. It is conveniently located about 30 miles southeast of Portland and is a quaint 2.6 square miles. Estacada has a population of 5.59k people and employs 2.26k people, with the top industry being manufacturing. The median property value is \$458,000, and a majority of people in Estacada are homeowners. The town is predominantly white, with a median age of 37.8.

Top Five Industries



Operational Context

Regional Competition - Bend, OR

Bend presents strong regional competition for Estacada as it invests heavily in modern infrastructure to support long-term growth. The city is completing its largest facilities project in decades—a \$130 million public works campus at Juniper Ridge—that consolidates about 250 staff from five departments onto a 35-acre site. The project includes two large warehouse buildings and a 45,000-square-foot administrative headquarters with offices, labs, and staff amenities, designed through a progressive design-build partnership. Notably, the campus is fully electric and powered by on-site solar, built to generate as much energy as it consumes while prioritizing sustainable construction methods such as reusing dirt fill and preserving the existing juniper forest. This investment positions Bend as a forward-thinking city that combines environmental responsibility with operational efficiency, creating a modernized infrastructure system that strengthens its competitiveness in the region.

West Coast Competition - Centralia, WA

Centralia is already a fully developed industrial hub, with three Port-run parks right on I-5, plus rail access, a transload facility, and a nearby airport. It supports thousands of jobs and is projected to generate more than \$1 billion in economic impact by 2026. Estacada, on the other hand, has a much newer 130-acre certified industrial site that is mostly undeveloped, created through recent expansion and infrastructure investments. Unlike Centralia, Estacada doesn't have natural gas service or direct freeway access, but it's positioning itself for future growth by advanced manufacturing and mass-timber companies. Overall, Estacada is a high-potential but early-stage industrial opportunity, while Centralia is a proven, long-established industrial center.



Centralia Power Plant

Operational Context

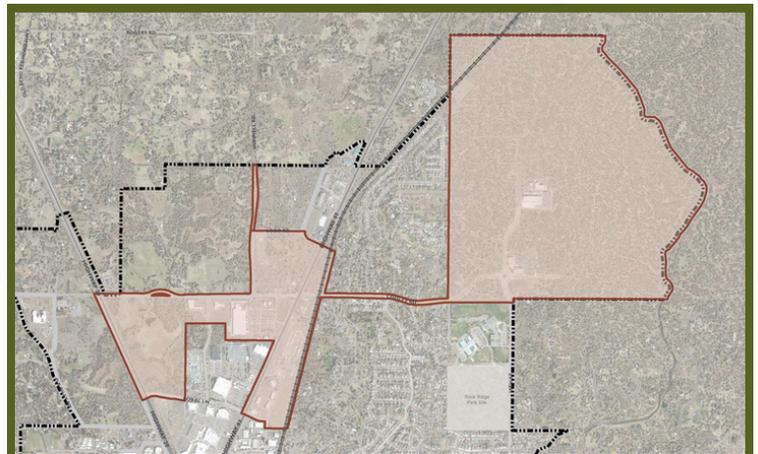
National Competition - Catoosa, OK

Catoosa, Oklahoma, and Estacada, Oregon, are similar in population size but very different in industrial campus maturity. Catoosa already hosts the Tulsa Port of Catoosa, a long-established 2,000-acre multimodal industrial park with barge, rail, and truck connections and thousands of jobs across more than 50 companies, making it a national-scale industrial hub in a small town. Estacada's industrial campus, by contrast, is a newer, smaller site created through recent expansion with a clear focus on manufacturing and metals but still in the tenant-recruitment and build-out stage. So, if Catoosa represents what a fully realized industrial campus can look like in a small city, Estacada represents a high-potential, early-phase version of that model, with room to grow into a similar role over time.

Limitations

The Trump Administration introduced tariffs that could potentially affect businesses looking to relocate to the industrial campus. According to Nora Szentivanyi, senior global economist at J.P. Morgan, the U.S. effective tariff rate is expected to "approach 18-20%, while the observed tariff rate (based on actual customs duties) is likely to level off slightly higher than 15%" (J.P. Morgan, 2025). This could pose significant financial challenges to any companies that rely on imported materials. However, we plan to ease any concerns by looking at the bright side: this is a time to rely on the local community. We want to emphasize that businesses relocating to the industrial campus will be around other industrial and manufacturing businesses and that they can become a part of the symbiotic system that has begun in Estacada.

Juniper Ridge in Bend, OR



SWOT

Strengths

- **Growing Population:** Since 2020, the population of Estacada has increased by 33.74%, which shows demonstrated interest from the public to move to this area; opportunities for businesses to gain new customers/clients.
- **Location:** Estacada is located in Clackamas County, 30 miles south of Portland, making it a desirable point just outside of a major city.
- **Community Focused:** City leadership is focused on strategic initiatives that are focused on sustainability, economic growth, and quality of life.
- **Tax Incentives:** Businesses looking to invest in the community through job offerings or physical capital can receive tax benefits.
- **Infrastructure:** Campus includes areas of bare land and fully developed infrastructure to fit a range of business needs.

Weaknesses

- **Media Outreach:** No strategic communication plan established; limited media resources/advertising in the community.
- **Social Media:** Two Instagram accounts make communication confusing for the public. Engagement/follower count is fairly low.

SWOT cont.

Opportunities

- **Training Programs/Internships:** Small businesses in need of workers can partner with the community (high school, community college, etc.) to find local workers who specialize in specific trade and are looking to stay in Estacada long-term.
- **Campus Branding:** Alternative name for campus could make the location more appealing to business owners.
- **Communication Plans:** Implementing marketing and outreach resources to contact established businesses near and around Estacada.
- **Sustainable Leadership:** Emphasis on sustainable businesses and campus practices can establish Estacada as a leader in its field/industry.

Threats

- **Lack of Trust:** Divisiveness in community over the last few years; community wants to retain small-town feel.
- **Regulation Changes:** With the imposition and rising cost of tariffs, companies that rely on foreign-made materials may face financial difficulties

Publics

Major Publics

In the City of Estacada, there are four consumer groups that we hope to attract to the Industrial Campus. The first consumer group would be business owners. In particular, business owners who specialize in the mill, electrical, and engineering industries. Currently, manufacturing makes up 10.8% of Clackamas County, and construction makes up 8.79%. Estacada already has a business culture that is centered around industrial work and manufacturing, so this would be a perfect spot to implement these businesses. Also, the city is close to Mount Hood and specializes in lumber, making it a great place for these businesses to go.

Another key public would be the people of Estacada. The City of Estacada has emphasized its importance of community building, and targeting the public would be a great opportunity for Estacada to grow its campus. Estacada has experienced recent growth, especially because its population has doubled within the past five years. To create this community growth, promoting from within would give the people of Estacada the opportunity to work within the city.

The City of Estacada has also highlighted its interest in expanding its reach. Not just from the state of Oregon, but nationally. Estacada has discussed attracting workers from Seattle, Northern California, and Montana. In particular, workers who are expecting a slower pace, cheaper housing, and opportunities to work within the industrial industry. The final public that the City of Estacada is interested in is recent trade school graduates or high schoolers within Estacada, who are interested in moving their business to Estacada. Estacada currently has 18,000 students within their school system, making it a perfect opportunity to connect with this public. Most of the students end up staying within Clackamas County or going to trade school to help support their families. Creating an opportunity for these students, so that they can pursue a position/expand their brand in Estacada, would be a dream come true for these students. Also, giving them the opportunity to expand their trade and ultimately work for a salary or pension is a valuable asset to have. Estacada can give these students the opportunity to expand upon these skills, and the Industrial Campus can be that opportunity.

Publics

Primary Publics

There are two main publics that we hope to focus on when it comes to the Industrial Campus in Estacada. These publics consist of business owners between the ages of 50-55 and trade school graduates, or high school students, who are interested in working/starting a business in the Industrial Campus. When it comes to business owners, we hope to focus on business owners who are interested in working in the lumber, manufacturing, electrical and industrial industry. As Estacada and the surrounding area of Clackamas County focus on this industry this would be a great area for these businesses to find a home base.

The second most important public would be recent trade school graduates, or high school students, from Estacada or Clackamas County who are interested in starting their business in Estacada. As Clackamas County is known for its robust school system and opportunities for students within trades, we believe that highlighting this group would be a great opportunity to expand the city's Industrial Campus. Also, students within this group could work within their community and expand the local community of Escada which, is wanted by the city. Overall, through our research, we hope to focus on these two publics.

Primary Public

Timber business
owners aged 50-55

Secondary Public
Construction and
manufacturing
business owners
aged 50-55

Publics

Public Wants, Needs, and Expectations

When it comes to the public of Estacada, there are specific areas of interest for each group. For business owners, one of their main interests is to work locally. Estacada gives workers this opportunity as the Industrial Campus is situated within the city. Giving business owners 130 acres of land as well is also a huge incentive, especially because it gives these businesses the opportunity to expand. Another key want is for these businesses to work in an environment that supports an industrial ecosystem. The town is the home base for major mill, electrical, engineering, and construction work. With this industrial infrastructure, business owners already have a leg up if they move to Estacada. Finally, business owners are always looking for tax incentives. Moving to a place that offers affordability is key, especially for business owners. Estacada offers this opportunity for business owners with a variety of different tax incentives. With local mobility, an industrial infrastructure, and vast tax incentives, young business owners can fulfill their needs if they move their business to Estacada.

Another public that would be interested in growing the Industrial Campus would be young workers out of trade school. These workers want to work in an environment where they can get a job right out of school, work within their community, participate in an atmosphere that suits their needs, and finally grow their business. Currently, there are 18,000 students within the Estacada school district. Many of these students participate in trades and hope to work within this field. By marketing to these students, this can help attract Estacada to grow its Industrial Campus. Also, many of these students are hoping to work in the mill, electrical, and engineering industries. Because Estacada is known for this, especially when it comes to their Industrial Campus, this can be an opportunity of employment for these students. Finally, these students are hoping to work in a spot where they can expand their expertise and receive good pay. Estacada gives them this opportunity by allowing them to work in an area long-term with the chance to earn a living wage or a pension. Here, business owners and young employers can expand their brand at the Industrial Campus.

Publics

Incentives

Overall, business owners and trade school graduates can receive major benefits working in the Industrial Campus. When it comes to business owners, they have 130 acres of land that is ready to be utilized. With the campus's expansive growth, this can give business owners the chance to expand their brand and generate revenue. On top of the 130 acres, the City of Estacada offers massive tax incentives. Some of these tax incentives include the Enterprise Zone, Strategic Investment Zone, SDC Financing, and Rural Renewable Energy Development Zone. With these rare incentives, business owners can have the opportunity to generate their company without hindering tax problems. Estacada has also dealt with recent growth. In the past five years, the population has doubled. This is a positive sign because it gives these business owners the opportunity to expand their workforce.

Finally, when it comes to workers out of trade school, Estacada can help expand their growth. Estacada, especially the Industrial Campus, can offer young students the chance to earn a living wage/pension and an opportunity to start a business. Currently, Estacada has implemented a pathway within their school systems that offers opportunities for students who are interested in working in trades. Giving students this immediate hands-on experience, that correlates with their interests, can help expand the growth of Estacada. The opportunity to work and live in Estacada is also a bonus for younger business owners. The average household income in Estacada is about \$469k. This is 10% lower than the national average, making it an ideal spot for a younger generation to move and work there. With all of these benefits, Estacada is becoming an ideal spot for younger and older business owners to make the jump to launch their business.

Crisis Response Plan

Possible Crises

Most Likely

- Unintended injury to customers or clients
 - High school students visiting
 - Vulnerable populations nearby
- Environmental concerns (ethical business practices)
 - Situated right next to the river
 - Water or air pollution concerns
 - Vulnerable populations nearby exposed to pollutants
 - Elderly home and preschool, River Mill RV Park right next door (not a neighborhood, but likely lower-income trying to find stability)
 - Easier to be affected by air or water pollution

Likely

- No police department
 - If an incident were to happen on the Industrial Campus that needs police, a lack of police department or a slow response could be at fault
- Natural disasters that result in loss of employment and/or layoffs
 - Similar case to the 2020 wildfires
 - People's homes are jeopardized and unsure how to get to work
 - Loss of land in the Industrial Campus
 - Potential issues with fires around heavy machinery
- Public health pandemics that result in loss of employment and/or layoffs
 - People not getting paychecks
 - Unsafe to work in large groups close together

Least Likely

- DEI concerns
 - Unfair hiring practices could result from a lack of city-wide DEI and potentially no diverse representation in the workplace
- Abuse of power
 - Internal insurance claims and payouts
 - Workers' comp or worker injuries
 - Financial crisis for the owner or the business
 - Unionizing

Crisis Response Plan

Most Likely Crisis

The Industrial Campus's most likely crisis is unintended injury to an employee or resident in the surrounding area. Industrial factories, specifically timber mills, are some of the most dangerous places to work. Additionally, the Industrial Campus is involved fairly physically with residents of Estacada who are especially vulnerable.

According to The Outlook, a local news source for Multnomah County, high schoolers took a trip to the Industrial Campus on September 17. They toured the campus for a career day event for two hours and learned about "advanced manufacturing, timber innovation, technology and more." While one would presume they did not put the students right in harm's way, there is a certain level of risk that comes with being in an area with heavy machinery, moving vehicles, and more. The Industrial Campus is also surrounded by especially vulnerable populations. There is a preschool, an old folks' home, and an RV park all surrounding the industrial plant. The high school students and vulnerable populations nearby can be at risk of unintended injuries just by being on the campus and living in the surrounding area. These are all people who are not trained to be on extra lookout for dangers, and are not trained on what to do if an injury happens. These publics are both vulnerable to injury by either a lack of education or awareness when on the campus, or simply the presence of the campus in the community.

Estacada high schoolers to tour local industries, businesses

Published 3:11 pm Wednesday, September 17, 2025

By Christopher Keizur



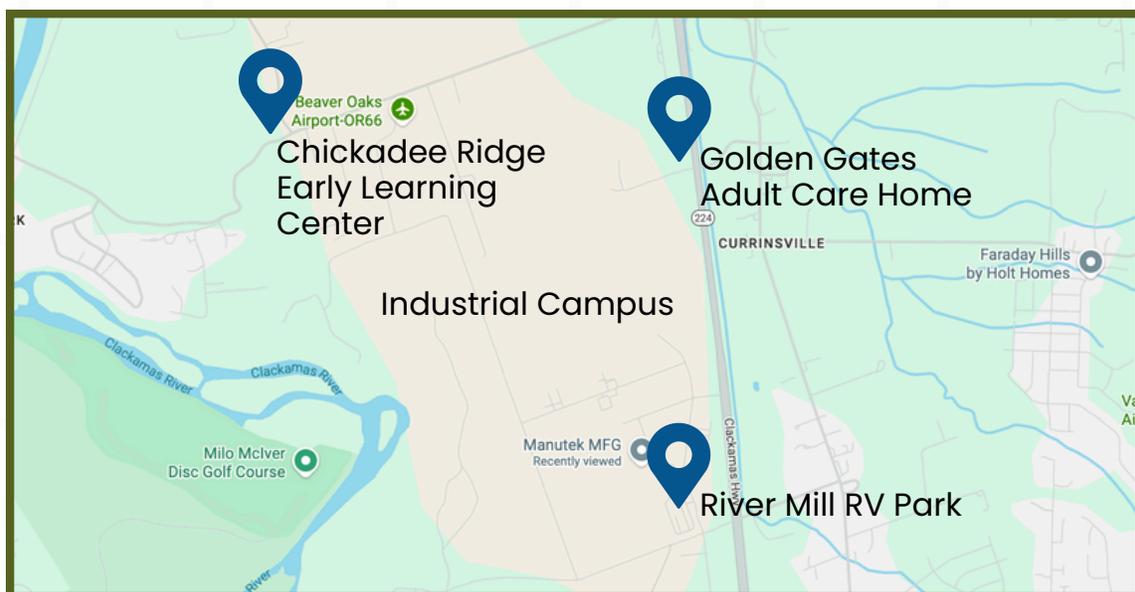
Estacada City Hall. (Courtesy photo: KOIN 6 News)

Crisis Response Plan

Most Likely Crisis cont.

It is not just the visiting and nearby populations that put people at risk on the Industrial Campus. The Industrial Campus is home to heavy machinery, large transportation equipment, and more. According to the CDC, in 2022 alone, there were 5,846 fatalities caused by contact with objects and equipment, and 738 of those were likely machinery-related. In 2023, the Bureau of Labor Statistics reported that there were 28 nonfatal occupational injuries in the manufacturing business. These numbers only went up when it came to wood manufacturing as well, one of the large businesses in the Industrial Campus. The Industrial Campus prides itself on being a place with all kinds of machinery and manufacturing in a close area. However, this also creates a sort of hub for dangerous workplaces. There is a risk working with this machinery, and the Industrial Campus must take proper measures to enforce safe workplaces.

With the historically dangerous nature of the manufacturing business and the especially vulnerable groups in and around the Industrial Campus, we believe that injury to an employee or resident is the most likely crisis. We aim to analyze this crisis and prepare a plan for handling this crisis with grace, empathy, and stability.



Map of vulnerable populations surrounding the Industrial Campus

Crisis Response Plan

Affected Publics

The most affected publics in the event of this crisis would be the injured person and their loved ones (especially if fatal), the owner of the business where the injury occurred, prospective business owners looking to move to the Industrial Campus, and residents of Estacada. All of these people have some sort of emotional, financial, and mental stake in the issue.

Injured person: The person who is injured in this crisis is the first and one of the most crucial people affected. Additionally, their loved ones, especially if the injury is fatal or to one of the especially vulnerable populations, will most likely have some stake in the situation. This can look like emotionally grieving the situation, requesting financial compensation from the business or Industrial Campus, and a general spreading of untrustworthiness to the community.

Business owner(s): The owner of the business where the injury occurred is directly involved in the situation. They would have to balance the process of empathizing with the family while also carefully learning how to legally handle the situation. This can be especially complicated with workers' compensation if an employee is injured as well. The business owners in the greater Industrial Campus will also need to go through the process of reestablishing trust and a sense of safety with the community.

Prospective business owners: Business owners looking to move to the Industrial Campus may be dissuaded from moving their business if they see that there are injuries occurring. This could result in less income for the Industrial Campus and a slowdown of incoming business for Estacada as a whole.

Estacada community: The Industrial Campus was recently actively involved with high school students and is next to the preschool, old folks' home, and RV park. If an injury occurred on the Industrial Campus's site, people involved and around it may start to lose trust in the safety of the campus and doubt their everyday safety. This distrust and fear would have to be mended.

Crisis Response Plan

Response Plan

1

Immediate 911 call

2

Campus goes into lockdown

3

Trauma transport if needed

4

Contact mayor

Crisis Response Plan

Response Plan cont.

If an injury occurs on campus, the first point of action will be an immediate 911 call. Each business goes on complete lockdown until a member of the fire department knocks on the front door of each business.

Estacada has its own fire district called Estacada Rural Fire District #69; Station #31 is just four minutes away from the campus, so they are who would respond in every case. We are confident in the fire department's prompt response, especially due to their ranking in 2017 of being within the top 9% of all fire departments in the United States.

The fire department specializes in fire suppression, emergency medical services, rescue, and hazmat. It is plausible for an incident on the campus to require any and all of these services due to the various machinery and equipment each business uses.

Depending on the severity of the accident, it is plausible that a victim may need to be transported to a trauma center. The nearest hospitals to Estacada, based on trauma level, are:

Level 1: Legacy Emanuel Hospital and Health Center and Oregon Health Sciences University, both located in Portland.

Level 2: Salem Hospital, located in Salem.

Level 3: Willamette Valley Medical Center in McMinnville, Good Samaritan Hospital in Corvallis, or Providence Hood River Memorial Hospital in Hood River.

Level 4: Legacy Silverton Medical Center located in Silverton, West Valley Hospital located in Salem, and Santiam Hospital & Clinics located in Stayton.

We will be in contact with the City of Estacada's government regarding reaching out to the victim's family. We will coordinate with Mayor Sean Drinkwine to call the victim's family with a personal statement within 1 hour of the victim being removed from campus grounds.

Crisis Response Plan

Contacts

In the case of a crisis, it is important to know who to contact next. This list of officials in Estacada and the surrounding Clackamas County area will likely be involved in some capacity when it comes to crisis management:

Bob Silva: Estacada Fire Department Board President

- Hosts Board of Directors Meeting once a month, coordinate with Silva about attending meeting if incident occurred on campus that month

Ian O'Connor: Estacada Fire Department Fire Chief

- It is very likely O'Connor will be on scene for larger incidents. The most senior officer on scene will be in charge, so it is imperative to avoid distracting Ian at all times if he is on campus.

Joe Smith: Deputy Chief

- Since it is likely the fire chief will be unavailable, Joe may be more available to answer any pressing questions or for families to communicate with while on scene.

Angela Brandenburg: Clackamas County Sheriff

- The City of Estacada has a contract with their Sheriff's office for law enforcement services. If the incident is serious, it is very likely Angela herself will come to Estacada for communication.

Sean Drinkwine: Mayor

- We will be having Sean reach out to each victim's family for a personal statement no matter the severity of the incident.

Ryan Carpenter: Estacada Schools Superintendent

- Ryan will coordinate in the case that the victim is an Estacada school student. If the victim's condition is critical, Ryan will set up small events for friends and family to grieve and for the community to come together.

Crisis Response Plan

Media Outreach - Timed Releases

Immediately After Crisis

The City of Estacada has been informed that during a visit with Estacada High School, an injury took place on our Industrial Campus. The incident is under investigation, and we are working closely with officials to provide more information. If you have anything to report, please contact the Estacada City Police Department at (503) 655-8211. Thank you.

Short Term

The City of Estacada should release a statement immediately after the crisis has occurred. Its statement should include a brief summary of what happened, and what measures are being taken at that time. Within a few hours of the incident, there should be a follow-up statement with more information about what happened, who was involved, and what they are planning to do moving forward. In addition to a public statement, The City of Estacada should hold a community forum within 24 hours of the incident for the public to ask questions, and they should invite reporters from nearby media outlets including The Outlook, OregonLive, Estacada News, KPTV, KOIN, and KATU.

Crisis Response Plan

Media Outreach – Timed Releases

Follow Up

Earlier today, an injury with an Estacada High School student occurred during a planned tour of our Industrial Campus. First responders arrived quickly to provide medical care and secure the scene. We have determined (general information about the outcome of the situation.)

Our main priority is the safety and well-being of community members, workers, and business owners. We would like to thank officials, emergency responders, and those involved for acting quickly during this situation.

As more information is provided, we will continue to provide updates on our website and social media channels. A community forum will be held at (insert time) to discuss additional details, and address questions and concerns. If you have additional information about the situation, please contact The City of Estacada Police Department at (503) 655-8211.

Long Term

Within a week of the incident, a statement should be released that includes full details and information. The statement should include the individual(s) injured, the business or organization involved, how the injury occurred, where and when it took place, and possible legal action. Following general information, the statement should include what precautions are being taken, safety measures that are being added or upheld, and the ongoing plan to protect the community and rebuild trust. The overarching focus of the statement should emphasize the City of Estacada's priority towards public safety, and it should include an apology or expression of compassion to those affected if deemed appropriate within the context.

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CITY OF
ESTACADA
unexpected / untamed / unforgettable



WELCOME TO
ESTACADA
EST. 1905