

# America in Bloom 2013 EVALUATION FORM



**Municipality:** Echo, Oregon

**Population Category:** Under 4,000

**Visiting Dates:** June 13 & 14, 2013

**Judges Names:** Dwight Lund & Alex Pearl

*America in Bloom promotes nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees and other environment and lifestyle enhancements.*

All judging criteria will be adjusted to the climate and environmental conditions of the municipality.

The judges' report is based on efforts in management, planning, maintenance, improvement, and innovation of each of the following criteria:

Criteria	Actual Points	Possible Points
1. Floral Displays	136.00	175.00
2. Landscaped Areas	131.00	175.00
3. Urban Forestry	125.00	175.00
4. Environmental Efforts	136.00	175.00
5. Heritage Preservation	139.00	175.00
6. Overall Impression	93.00	125.00
<b>Total</b>	<b>760.00</b>	<b>1000</b>
%	76.0%	
<b>Bloom Rating</b>	<b>4</b>	

Five blooms = 85%   Four blooms = 72.50–84.95%   Three blooms = 60.00–72.45%   Two blooms = 45.00–59.95%   One bloom = <45.00%

**Community representatives met: (including email)**

Name: Diane Berry                      Title: Town Administrator  
 Name: Darin Tuil                         Title: Public Works Director  
 Name: Richard White                    Title: Mayor

## General Comments and Suggestions:

*Suggestions are indicated in italics.*

Congratulations to Echo on WINNING the under 4,000 population category of the 2013 America in Bloom national awards program. You should be very proud of this prestigious achievement which reflects your hard work over the past years. Outstanding! You are now eligible for international competition with the Communities in Bloom program, and/or you can continue participating in America in Bloom. We encourage you to do both!

Located along to banks of the Umatilla River in Umatilla County Oregon is situated the small town of Echo. Echo expresses what a small town with a big heart and strong ambitions can accomplish. This small pioneer town was established from a part of history that fueled the great expansion of our country. Good soil, favorable climate, access to water fueled the settlement of the community. It began as a trading post along the Oregon Trail, which is still within sight of the existing community. Today is no different, that spirit of adventure is still alive. Citizens articulate a can do attitude through the accomplishments of not only raising an extraordinary amount of funds but the exhibiting the energy to follow through on projects. The downtown revitalization development is one such undertaking. It was a daunting task to get the necessary approvals, attract interested funding partners, raise the necessary matching funds, wait through the anxious period of reviews and acceptances, dealing with a myriad of rules, regulations, policies and negotiations, keeping citizens informed and enthused through the vague timeline of the process and the list goes on and on.

Echo's newsletter is well done. It is newsy. The newsletter promotes the positive aspects of the community and links to the America in Bloom website.

Echo's vision project is in its infancy. Opinions have been solicited, and ideas tossed around. Echo is looking at its future. It brought together a group of interested citizens and agencies to dream. A cluster of pictures were created among the numerous dreams. *One suggestion that might feed into this energy of a bright future could be the introduction of a junior achievement club through the high school. Junior Achievement ([www.ja.org](http://www.ja.org)) encourages young people to explore opportunities and follow their dreams.*

*Echo's new energies can be directed to revitalizing the link to state tourism by distributing Echo brochures through state tourism outlets and other local sites tourists so visitors can pick them up (motels, gas stations, and restaurants).*

*Find ways to cooperate with neighboring communities in mutually beneficial events. Athletic events that can have venues in each community (marathons, bike trips, golf tournaments, etc. might be an option).*

The introduction of the horticulture program at the high school will be a welcome resource for the community. While the program is just getting off of the ground, Superintendent Smith passionately spoke of the school district's commitment to assist the community while providing students real life experiences.

<b>Floral Displays</b> Flower beds, containers, baskets, window boxes. Arrangement, originality, distribution, location, diversity, balance, harmony, quality of maintenance. Use and integration of annuals, perennials, ornamental grasses, bulbs, and seasonal flowers.	<b>Max points</b>	<b>Actual Score</b>
<b>Municipal</b>		
Leadership and plan of action for floral displays	20	17
Concept and design, variety of plantings, overall effect	20	16
Maintenance and quality of displays	20	16
Design for all seasons	15	11
<b>Business</b>		
Concept and design, overall effect	15	11
Maintenance and quality of displays	15	11
<b>Residential</b>		
Concept and design, overall effect	15	11
Maintenance and quality of displays	15	11
<b>Community Involvement</b>		
Volunteer involvement in design, planting, and maintenance of floral displays	20	15
Financial and in-kind contributions to floral displays	20	17
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>175.00</b>	<b>136.00</b>

*Comments and suggestions:*

Flowers play a very important role in the lifestyle of Echo. They brighten the streets of the business district. Hanging baskets flourish on newly installed lamp posts and in new raised round planters as well as planter beds in the front of the businesses, all irrigated. Petunias are the predominant species with their vibrant colors. Additionally verbenas, daisies, and other flowers add to the floral palette. *Vegetables such as lettuce, carrots, and herbs like mint, parsley and basil can add interest in the containers and floral bed plantings.*



Kopak Nursery of nearby Hermiston has been a strong supporter of Echo's efforts in America in Bloom. Not only do they assist the town with supplying plants for outstanding floral displays, but also encourage residents to be proud of their residences.

Flowers in the decorated cemetery vault planters along Thielsen Street attract your attention away from the railroad tracks which run parallel to the road and the clustered housing on the other side of the street.

Colleen Williams and Tammy Davis have done a stupendous job of building and maintaining the numerous flower beds on the golf course. Poppies, primroses, lilies, red hot poker are a few of the many annuals and perennials which over time have been allowed to go to seed and fill every space so no weeds have been able to invade. Their instinct for color, size, proportion, bloom succession, and bed placement is fantastic. The many golfers that use the course on a daily basis appreciate and support their efforts.



Homeowners along DuPont Street, Smith Drive and the area east of Town Hall have made strong efforts to have beautiful gardens.

*Introduce drought tolerant herbaceous plants and hardy succulents. Sedum, Sempervirens, Echeveria, Hawarthis, Jovivarba and Yucca are just a few of the types of plants that could be introduced at such locations as the new town entrance signs, downtown business district, or golf course. Check the Hermiston town sign as an example.*

*With the region only receiving eight inches of rain a year and relying on wells for water, xeriscaping might be a concept that may be well received by the community. A xeriscaping trial display garden can encourage residents to use this gardening technique while reducing water consumption. Oregon State University extension has information about xeriscaping in the high desert ([www.extension.oregonstate.edu/deschutes/sites/default/files/xeri-all\\_1.pdf](http://www.extension.oregonstate.edu/deschutes/sites/default/files/xeri-all_1.pdf)). Perhaps a trial garden could be planted at the golf course.*

*Weeding and deadheading in the flower areas can be a "DONE IN A DAY" project. "Done in a day" projects are those where volunteers, equipment and schedule are laid out before hand and finished in a day.*

<b>2. Landscaped Areas</b>	<b>Max points</b>	<b>Actual Score</b>
Overall design and suitability of landscape, turf and ground covers. Use of native plants. Overall design and suitability for location/use; good use of design principles (i.e., balance of plant material and constructed elements, harmony, color, texture, shape, etc.). Sustainability. Integration of hardscapes, lighting, site features, sculpture. Maintenance (weeds, mulching practices, edging); site rejuvenation and rehabilitation. Efforts in strategic planning. Community gardens, children’s gardens, public gardens and zoos.		
<b>Municipal</b>		
Overall design and planting of landscape, turf and groundcovers	15	12
Environmental management of sports fields and turf	15	11
Quality of landscape maintenance	15	10
Sustainable management, naturalization and eco-design	15	12
<b>Business</b>		
Overall design and planting of landscape	15	12
Environmental management of turf and groundcovers	10	7
Quality of landscape maintenance	15	10
<b>Residential</b>		
Overall design and planting of landscape	15	11
Environmental management of turf and groundcovers	15	11
Quality of landscape maintenance	15	11
<b>Community Involvement</b>		
Volunteer involvement in funding, planting, and maintenance of landscaped areas	15	12
Participation in future planning (committees, councils, and advisory boards.)	15	12
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>175.00</b>	<b>131.00</b>

*Comments and suggestions:*

George Park, located next to the town building, is an attractive example of a landscaped area. Plant selections ensure blooming will take place at different times throughout the season. Maturing trees provide shaded spots in some areas while still allowing adequate sunny ones. The pergola, pond, fountain and other hard scape features add interest. *Planting a flower bed along the south side of George Park inside the split rail fence highlighting an evergreen tree could visually screen the recycle center across the street.*

The Fifes have done a fabulous job of landscaping at the Koontz House using a great variety of plants, statuary and fountain.

The newly designed and installed benches, bike racks and horse hitching posts located throughout the business district add greatly to the frontier theme of the building architecture.

Henrietta Park is a shaded cool summer oasis where in spring daffodils highlight the park. The Umatilla River borders the park and has limited accessibility. Local kids enter the river through worn paths to swim and cool off in the river. The park is also home to historic reproductions of the former jail, blockhouse as well as an enclosed covered wagon display. This park has in the past been the site for re-enactments of the life of early pioneer days. In the spring bright yellow daffodils are blooming. *Hostas planted among the daffodils will*

*provide cover as the daffodil leaves die down and will be attractive for the rest of the season.*

*Should there be any future installation of fencing for screening at the newly installed playground by the skate park, consider a fence that the youth could use as an outdoor writing surface for "art work" that would be removable.*

The 'Visioning Project' presented a landscape that was abundant in foliage, flowers and interesting architecture. *Don't lose sight of these dreams.*

The cemetery is well maintained and the view of the town below is stupendous. Grass and weeds are carefully removed from around the monuments. Because the cemetery is located on the top of a hill the wide open view of the Umatilla River valley and surrounding meadows is possible. *Planting colorful flowers along the drive up to the Veterans Memorial can have a visual impact on the visitors. Assistance in selecting appropriate plants and supervising the planting might come from Colleen Williams.*

*"Guerilla Gardening" is the practice of scattering seeds or planting on property owned by others without permission. One site for this practice might be the railroad right of way. Such an undertaking can help make the area attractive.*

*The horticulture curriculum at the high school once established will be an asset for the school and community. The instructor will have the opportunity to provide real life scenarios for the students to experience. The class will be able to act as a resource for instruction in all grades as well as to contribute to community beautification efforts yet to be discovered.*

*The George Park Rose garden was in need of daily attention of weeding and dead heading. Perhaps if funds were allocated, a young person could be trained (or work alongside those who maintain this display) to maintain this and other gardens around town.*

<b>3. Urban Forestry</b>		
Distribution, variety and suitability of trees; new plantings; urban tree program; qualified personnel or access to trained individual(s); inventory or database; frequency of tree surveys; care and maintenance programs; preservation of heritage trees and woodlots; scheduled succession plantings. Efforts in management, planning, maintenance, improvement, and innovation. Written policies, by-laws and regulations, long and short term plans.	Max points	Actual Score
<b>Municipal</b>		
Overall plan of action, tree planting programs, variety of species, inventory	20	15
Tree maintenance	15	8
Preservation and restoration of natural areas	15	11
Tree protection/planting regulations and by-laws	15	13
<b>Business</b>		
Overall planting program	20	13
Tree maintenance	15	8
<b>Residential</b>		
Overall planting program	20	13
Tree maintenance	15	8
<b>Community Involvement</b>		
Volunteer involvement in funding, planting, and maintenance of trees	20	18
Volunteer involvement of youth in tree programs (i.e., Arbor Day, etc.)	20	18
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>175.00</b>	<b>125.00</b>

*Comments and suggestions:*

Echo is located in the eastern Oregon dry land (8” to 9” rain per year). Trees grow naturally only along the waterways. One hundred plus years ago the ladies of the Needlecraft Club decided the community needed shade trees. They planted Black Locusts rather profusely throughout the town. Most of these trees have passed maturity and have been removed. Replacement trees have been planted using recommended tree species from a list compiled by the town.

*In this dry climate, proper mulching of trees is an advantage for the tree’s survival. We all need to be reminded how mulch is to be applied around trees. Too many applications are mounded around the trunk like a volcano. This encourages insects, mice and diseases that can cut off sap flow. Making a small trench at the base of the tree like a donut avoids these risks. Extending the layer of mulch out from the trunk of the tree to the drip line of the tree (where the leaves are at the edge of the tree canopy) gives better moisture retention to the roots, greatly reduces mowing and avoids trunk damage by string weed eater trimmers. Trees are good - [www.treesaregood.com/treecare/mulching.aspx](http://www.treesaregood.com/treecare/mulching.aspx) is a web site that offers excellent resources on this topic.*

Echo has established the Oregon Trail Arboretum. It contains a collection of trees of various sizes suitable for the growing conditions of the community. As these trees mature, maintenance has become a challenge. *Remove trees that are diseased, severely damaged, crowded by other trees, or are not right for the site. Replant the variety of tree elsewhere on town property: streets, parks, golf course.*

*Continue labeling all trees on public property. The label should contain the botanical and common name of the tree plus any other desirable information such as mature size, date planted value of the tree to the environment.*

Removing the split rail edging along the Arboretum walkways has made wandering through the Arboretum easier and more desirable.

*Echo became a tree city with the commitment to the establishment of the arboretum. The town may care to research the Morton Arboreta Register ([www.arbnet.org/arboretum-accreditation.html](http://www.arbnet.org/arboretum-accreditation.html)) for accreditation. Echo has the potential of being designated the smallest town called an arboretum in the United States.*



<b>4. Environmental Efforts</b>		
Sustainability practices. Recycling (paper, glass, metal, plastic, electronics, etc.), policies and by-laws, sustainable development strategies, waste reduction, hazardous waste minimization and collection (oil, paint, chemicals, used batteries, etc.), water quality and conservation, energy conservation, environmental cleanup activities, reducing carbon footprint, environmentally friendly transportation, LEED certification, air, noise and light pollution, rain gardens and rain barrels, composting, energy efficiency, youth programs, etc. Events such as Earth Day, Recycling Days, Bike to Work Days, etc.	Max Points	Actual Score
<b>Municipal</b>		
Leadership in environmental initiatives	25	19
Effective communication of environmental strategies and initiatives	25	20
New programs, improvement and innovation	25	19
<b>Business</b>		
Participation in environmental efforts	20	15
New programs, improvement and innovation	10	7
<b>Residential</b>		
Participation in environmental efforts	20	15
New programs, improvement and innovation	10	7
<b>Community Involvement</b>		
Volunteer involvement in environmental efforts	20	17
Youth participation in environmental activities	20	17
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>175.00</b>	<b>136.00</b>

*Comments and suggestions:*

Water is the most precious resource in this community. It is vital to the economic well-being of the base industry of agriculture. Newly planted trees in the downtown street corridor have drip emitters to assure the amount of water necessary for these trees survival. Other trees do not have this luxury available to them and must rely on a person to water. *The cemetery is a good example where water bags would enhance the survival chances for newly planted trees. Echo's dependence on water for agriculture has led it to continually search for more informed irrigation technology and conservation efforts.*

*Concern for the availability of water and its distribution should be incentive for the community to embrace the concept of xeriscaping. Establishing trial gardens at the golf course would be an introduction. Articles in Echo's newsletter might be avenues to getting the public to embrace the concept.*

The recycling center downtown can be a busy site. Large trailers are there for residents 24 hours for the purpose of depositing glass, tin, aluminum, newspaper and cardboard. Information was scarce on the ability of the waste hauler to expand this service to such materials as plastics and Styrofoam. The nearby town of Stanfield accepts yard waste from Echo residents. Information was not obtained at this time as to the ability of residents to dispose of household furniture and appliance. *To enrich the reduction–recycling-reuse of products, the school could be encouraged to collect age appropriate items that children interact with on a daily basis. Things like crayons, pens, flip flops, batteries, and CDs are examples of items that are recyclable and possibly profitable. Terracycle ([www.terracycle.com](http://www.terracycle.com)) is one organization schools can turn to for accepting these items and receive cash for their efforts. The community may also investigate the Oregon Refuse and Recycling*

*Association ([www.orra.net](http://www.orra.net)) to become more educated on how they can work with their waste hauler on recycling issues.*

Throughout our travels around Echo, wind turbines could be seen on the horizon. Not only do the turbines generate energy back into the electrical grid but revenues are shared with the Echo Community Benefit Plan which in turn uses funds to support community valued projects.

*The town may benefit by installing smart meters in those homes and businesses where currently electric meters are read manually. This technology is faster and safer for meter reader personnel.*

There is very little graffiti. The only site seen was in the skate park. It is usually removed within a short period of time once it has been identified.

<b>5. Heritage Preservation</b>	<b>Max Points</b>	<b>Actual Score</b>
Historical, natural, agricultural, and cultural heritage. Preservation and restoration of buildings, homes, churches, cemeteries; heritage sites and/or monuments; heritage parks, historical gardens and heritage trees; artifacts; historical society; heritage advisory committee, museums, archives, history books, and interpretative programs; ordinances and policies. Resource availability. Farmers markets, festivals and parades.		
<b>Municipal</b>		
Leadership in preservation and restoration initiatives	25	22
Legal protection of heritage sites	25	21
Resource availability for preservation and restoration	25	21
<b>Business</b>		
Conservation, restoration, and rehabilitation of properties	15	12.5
Participation in and support of heritage/cultural activities	15	12.5
<b>Residential</b>		
Conservation, restoration, and rehabilitation of properties	15	10
Participation in and support of heritage/cultural activities	15	10
<b>Community Involvement</b>		
Volunteer involvement in cultural, historical, and natural heritage activities	20	15
Youth involvement in heritage activities	20	15
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>175.00</b>	<b>139.00</b>

*Comments and suggestions:*

Echo's history is well documents. Numerous artifacts both large and small are considered community treasures. Echo's museums house artifacts of everyday living and working. The very building used by the museum was once a functioning bank. China House is unique for its collection of items that are identified with the building of the railroad and the expansion of a modern civilization. Additionally it tells the story of the everyday individuals who built the railroad. *While the museum is run by a volunteer board they could use the assistance of a professional museum consultant for such tasks as recording collection artifacts, preserving techniques for wearable materials (paper, cloth....) docent training, and collection disposal. One resource to turn to might be the University of Oregon Museum Studies Department, Dr. Kingston Heath (541-346-2115, [kwheath@uoregon.edu](mailto:kwheath@uoregon.edu)).*

An exciting adventure for Echo is their application to the Oregon Heritage All-Star Community program. This designation helps Echo make the most of it historic resources. The community can recognize the importance of its past and the impact it has on its future. In applying for this all star status the community is forced to look at its historic resources and develop plans for their continual use and preservation. Echo supporters such as Lloyd and Lois Piercy see the past and future by restoring buildings to new purposes. *The Historic Preservation League of Oregon ([www.historicpreservationleague.org](http://www.historicpreservationleague.org)) is a resource for technical assistance. Additionally the Main Street program of Oregon ([www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx](http://www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx)) can be an additional resource for technical and financial assistance to investigate.*

*Fort Henrietta is a reproduction of the earliest civilization site for the town of Echo. Located along the banks of the Umatilla River it has changed over the years from being an open site to one that has a park like setting*

*with many mature trees. Kids play along the banks of the river and in the water. The Block House is an important part of the story of Echo. This wooden structure is showing signs of aging. Sill plates are softening and the building is leaning. While people do not go into the structure, the integrity is questionable. An assessment by someone knowledgeable in historic restoration of structures would be advisable.*

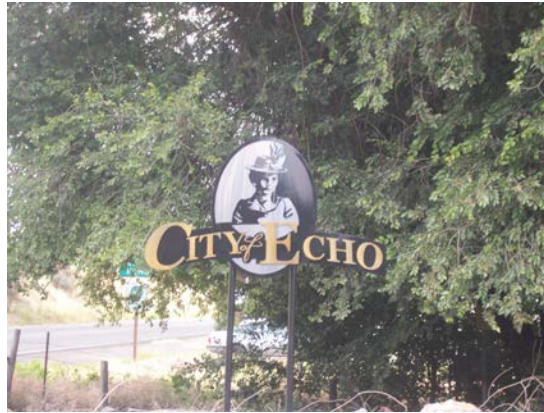
*In the past there have been reenactments of early settlement times by Native Americans and history buffs at Fort Henrietta. Consider adding to the theme of the park a garden with the historic subject of foods of the early settlers. This could lead to all sorts of more formal and informal programming.*

*The former Catholic Church now sitting abandoned might be an attractive addition to the community as a community center. While this is in the future it is not beyond a possibility. Investigate the purchase or donation of the property from the archdiocese.*

<b>6. Overall Impression</b>	<b>Max points</b>	<b>Actual Score</b>
Cleanliness, lack of litter and graffiti. Maintenance of public open spaces, medians and boulevard strips, streets, sidewalks, walking and biking trails, curbs, ditches, road shoulders, unattended and vacant lots, buildings, garbage receptacles; lack of weeds, dog waste policies and receptacles, notices/posters appropriately displayed, vandalism not evident. Maintenance of the hardscape: walls, lamp posts, benches, playgrounds, etc. Appropriate use and placement of graphic elements such as banners, signs and murals.		
<b>Municipal</b>		
Overall cleanliness	10	7
Maintenance of public roads and shoulders	10	7
Condition of public buildings and properties	10	8
Impact of graphic elements - banners, signs, murals, etc.	10	8
<b>Business</b>		
Overall cleanliness	20	15
Condition of buildings and properties	20	15
<b>Residential</b>		
Overall cleanliness	10	6.5
Condition of buildings and properties	10	6.5
<b>Community Involvement</b>		
Participation in clean up efforts, adopt-a-spot, annual cleanup days, etc.	15	12
Recognition of volunteer efforts	10	8
<b>Total (the fields automatically calculate – do not type in them)</b>	<b>125.00</b>	<b>93.00</b>

*Comments and suggestions:*

Echo is a quiet community who strength lays below the radar. Streets and sidewalks are for the most part clean. Echo's front door starts at the intersection of Rt. 84 and Thielsen Rd. The metal art work of galloping horses at this intersection's overpass while outstanding does not say to the traveler on Rt.84 that the horses are leading the traveler into Echo. It is not until a visitor exits the highway does the Echo entrance sign announce proudly you are in the vicinity of Echo, Oregon. There is a consistency of other entrance signs at other entry points. Town officials recognize those entry sites that are missing the appropriate signs and are taking steps to bring those in line to conform to a consistent theme.



The newly renovated downtown core demonstrates vitality and strength. It took much patience, perseverance and cooperation from many people and agencies to bring this project to fruition. Consistent art theme of horses, well maintained trees and planters, wide sidewalks, comfortable benches, bike racks as well as hitching posts for horses (if one is traveling in this mode) make this a place people would want to come to gather, do business, and linger with friends. Echo's new image has attracted new ownership for the H&P Café, new businesses such as the Wheat & Barley Pub, Bike Shop and Gathered Over Time antiques. *Other business whether seasonal (an ice cream shop?) or more long term can find the art atmosphere of Echo an inviting location to do business. In the visioning exercise the town is going through, identify a group of businesses or services the town would want to see on a seasonal or long term basis and seek them out.*

Public parks (George Park, The Arboretum, and Fort Henrietta) were clean and the grass was mowed. Looking beyond this, weeds were found in flower beds that needed attention and woody plants that required pruning. *We would suggest making a list of the numerous tasks that need to be done, categorizing the tasks by time commitment (done in a day, once a month or ongoing) and skill level (pick up trash, weeding, climbing ladders....). Putting the list out to the community and beyond will help raise awareness of these cherished community assets. These wonderful community possessions are in danger of being liabilities and eyesores.*

With the excitement of the renovated downtown, care should be taken to ensure it is well maintained to preserve its crispness. *Street gutters need to be swept of debris, weeds in cracks removed (possibly by burning) flower baskets and containers need to be weeded and deadheaded on a consistent basis.*

*The town is making headway to bring visitors to Echo. Bike races and car shows are just a few of the special events that encourage visitors to discover Echo. Cooperative ventures with neighboring communities can showcase the welcoming atmosphere of Echo. Potential adventures may include but be not limited to being part of a bike trail, tying into such road races as marathons and iron man competitions, food theme fairs, music oriented events, one of a multi-site rodeo.*

*One last thought for the committee to consider. Annually select a young person to act as an ambassador for the community. This individual can be part of the program that sells Echo's past and future.*

## Checklist for Judges and Communities:

Yes No N/A

- |                          |                          |                          |   |
|--------------------------|--------------------------|--------------------------|---|
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Were the judges given a community profile, itinerary, and map prior to their arrival? |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Did the itinerary provide for seeing a representative cross-section of the community? |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Were the guides knowledgeable about the community and horticultural aspects?          |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Were the judges able to modify the schedule if needed?                                |
| <input type="checkbox"/> | X                        | <input type="checkbox"/> | Did the judges meet with the media?   |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Did the judges meet with municipal leaders?   |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Were the judges asked to give presentations?  |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Were the judges able to meet with and talk to volunteers?                             |
| X                        | <input type="checkbox"/> | <input type="checkbox"/> | Was enough time allotted to complete the evaluation form in a quiet place?            |

**Comments:**

### DEFINITIONS

**Municipal:** Town hall and other municipal properties, parks and open spaces, roads, roadsides, sidewalks, cemeteries, schools and sports facilities, empty lots and brownfields, libraries, hospitals, assisted living, churches, universities, and colleges

**Business:** Commercial and industrial sectors, shopping centers, stores, office buildings, restaurants, mixed use developments, service stations, railway and bus stations, plant nurseries/garden centers

**Residential:** Single family residences, condominiums, town houses, planned communities, apartment buildings, gated communities, manufactured home communities, trailer parks, residential developments, neighborhoods, graduated care facilities

**Community Involvement:** Volunteer efforts by individuals, clubs, youth groups, church groups, civic organizations, and social clubs for community enhancement



## 2013 Special Mention

**Municipality:** Echo, Oregon

### General description of the recognized criterion (200 words max)

#### Overall Impression

Echo's downtown revitalization renovation plan took over 5 years to go from dream to plan to implementation. It took a wide variety of citizens' groups and government agencies to work out the details to raise the funds and steer the project to completion. The completed renovation of sidewalks, planters, benches, lighting, and landscaping has brought a new vitality to the community. It has spurred the community into new directions. Former Echoians are returning to continue their lives in the community. New businesses are seeing opportunities. They are moving in to recently restored buildings that served the community for so many years and have been renovated for the next generation. Others will catch the excitement. Citizens are energized. Echo stands out in Umatilla County and Eastern Oregon as a community that because of the energies they exhibit they will have many more generations of residents contribute to the community's vitality as a place to live, work and raise a family.

### Special Project or Initiative (50 words max) Overall Impression

The Echo Visioning Project, while in its infancy, is producing results. These are the synthesis of ideas from a group of 30 residents selected for diversity of age, occupation and lifestyle. These are the first steps to a creating vision of Echo that can grow and sustain itself.

America in Bloom ... Planting Pride in Our Communities  
2130 Stella Court, Columbus, OH 43215 • (614) 487-1117 • Fax (614) 487-1216  
[www.americainbloom.org](http://www.americainbloom.org) [aib@ofa.org](mailto:aib@ofa.org)