



Hermiston Civic Leadership Academy Takeaways

June 10, 2024





How Does the City Increase Community Engagement?

Where Life is Sweet™

Takeaways

- Themes
 - Language etc.
 - Education
 - Trust
 - Time
- Limited Time; Limited Amount of People
- Reviewed Notes, etc.
- Highlight things we have done
- Acknowledge we can always improve



Language etc.

- 40 to 50% Hispanic
 - **Doesn't Always Reflect Language Ability**
- City Website
 - **Not only in Spanish but also in 8 other languages**
- Translation Services
 - **Most Documents are available in English and Spanish**
 - **27% employees receive bilingual pay**
 - **Only one “front desk” of the city doesn't have a bilingual staff member**



Language etc. cont.

- Translation Services cont.
 - Court already uses a translation service for non-Spanish speakers
 - Working to utilize this type of service throughout the City led by the Police Department
- Diversifying Police Department
 - Sworn - 19% Female – 81% Male
 - - 29% bilingual



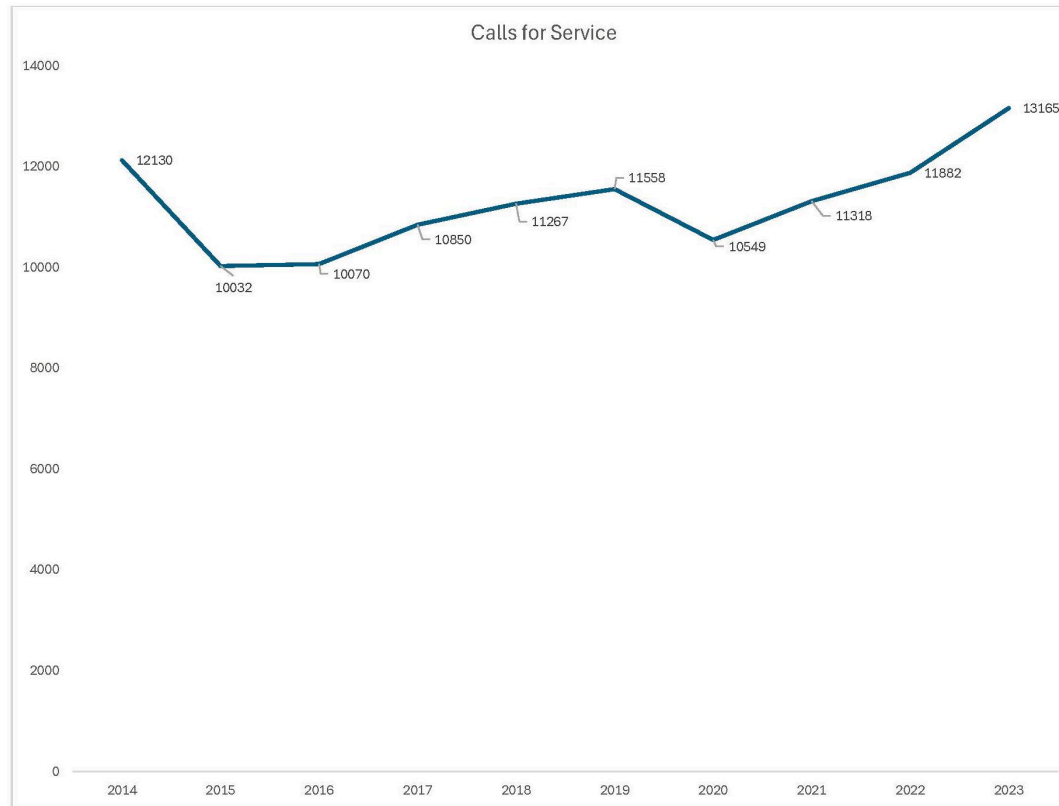
Language etc. cont.

- More Accountable Police Department
 - 1st in the region with body cameras
 - 2023 STOP report from the Oregon Criminal Justice Commission
 - Hermiston PD - 3,976 stops
 - 52.3% White
 - 44.3% Latino/a
 - 1.8% Other (Middle Eastern, Native, Asian)
 - 1.6% Black



Language etc. cont.

- More Accountable Police Department cont.



- City is not a Chamber of Commerce



Education

- Succinct Information
 - **We Try – We work on complex issues**
- Go Where People Are
 - **Attend events/wear shirts/name tags**
 - **Coffee with a councilor (and staff)**
- Make Leaders Relatable
 - **Educate people about departments/form of government, etc.**



Education cont.

- Make Leaders Relatable cont.
 - Videos on councilors and why they are involved
 - Videos on council meetings
- Information in One Place
 - Website
 - Facebook
 - Instagram
 - Nextdoor
 - Youtube



Trust

- Plain Language
 - **Beware of acronyms and jargon**
- Customer Service Training



Time

- Readerboard
 - **Add another??**
- Unified Community Calendar
- Examine Meeting Times
 - **Barriers/Conflicts**
- Build an App



Wrap Up

- Thanks to the participants.
- Good Information and New Perspectives to bring to the discussions.
- We are always looking to improve.





Discussion

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