



City of Tualatin

DISCOVERY FINDINGS

Overview

The document is meant to provide a summary of findings during our discovery sessions conducted for the City of Tualatin. It is meant to provide a snapshot of our learnings through the discovery process and make sure that we're in sync.

In this comprehensive report, we'll delve into key findings, valuable insights, and strategic recommendations for your new website. Throughout this document, we aim to provide an understanding of our perception of your brand and positioning. We'll address user experience (UX) goals and focus on organizing content with clear hierarchy, creating a strong first impression, and ensuring easy navigation. Additionally, we will define the key target audiences, present user personas that represent their characteristics and needs, and highlight the essential objectives for enhancing the user experience on your new website.

During our discovery process, we engaged with a diverse range of groups, including community members and city staff. These groups featured leaders and representatives from various departments across the city, as well as people who call Tualatin home. Our focus group conversations centered on how we can enhance the website experience for community members by providing better information in a more convenient manner.

About Tualatin

Tualatin, Oregon, is a vibrant suburban city located just south of Portland, spreading across two counties. Known for its strong sense of community, Tualatin offers a great quality of life with wonderful parks, amenities, and recreational opportunities, making it an attractive destination for families and outdoor enthusiasts. The city is also a regional hub for commerce and industry, serving as an intersection for the area with a growing number of businesses and services that cater to both residents and visitors alike.

In addition to its economic and recreational assets, Tualatin is recognized for its commitment to sustainability and environmental stewardship. The city is actively working on enhancing parts of its community to drive economic vitality for the next 30+ years. With easy access to major highways, Tualatin serves as a key commuter town for those working in nearby Portland, while still retaining its unique small-town charm.

Priorities outlined by focus groups

Enhanced Search Functionality and Navigation

A major request was the need for a better search function. Attendees want to see the implementation of different types of micro-searches, such as those focused on news or staff directories, allowing users to more easily find specific content. In addition to improving search, there was significant interest in redesigning the navigation to be more intuitive, enabling faster access to important information. A streamlined navigation would help users get answers without frustration, especially for those seeking specific details related to city services.

Creating an Intuitive Calendar and Library of Documents

Attendees want the new website's calendar to be more prominent, with the ability to filter and search for events easily.

Modernizing and Streamlining Content

Many city employees noted that some content on the current site has become stale and needs to be freshened up. They suggested getting everything current and implementing measures to keep the content updated in the future. There was also a call to streamline content, reducing redundancies, and ensuring that the site remains relevant and organized. A consolidated library of key documents, including the city's master plans would make it easier for community members to access comprehensive information.

Improving Access to Information and Basic Services

Attendees expressed a desire to make information about essential services more readily available. This includes clear access to city codes, particularly those related to development, as well as improved information on construction and public works projects. For example, staff emphasized the need for better information for the community about when a building permit is required and how to apply. There was interest in providing up-to-date information about ongoing or planned projects. Enhancing this information would also allow people to understand public works activities in their areas, such as tree trimming or paving.

Reflecting the Culture and Vibrancy of Tualatin

Attendees expressed the importance of ensuring the new website reflects the city's vibrant culture. They want the website to be visually appealing, incorporating more photos of community members reflective of the community's diversity to bring the site to life. The site should match the terrific culture of Tualatin and represent its community values through improved design and vibrant imagery.

Event Registration and Volunteer Opportunities

Attendees highlighted the need for improvements in event registration functionality. Making it easier for users to sign up for city events or volunteer opportunities would encourage greater participation.

Additionally, making volunteer information more accessible and usable would help Tualatin engage its community more effectively. Volunteerism is an important characteristic of Tualatin residents.

Accessibility and Multilingual Support

Ensuring the new website meets web accessibility standards was a priority for staff, meaning that the site can be easily access by people with varying visual and auditory abilities. Lastly, offering translation support for multiple languages would ensure that the site is accessible to a broader audience,.

Improved Employee Recruitment Tools for Police Department

There was a strong request to improve how the city recruits employees through the website. By enhancing the information available about the benefits of working for the City of Tualatin, the website could become a more effective tool for attracting talent. This is especially important to hte police department, where it has become more difficult to recruit employees.

Community pride

We asked both community members and city staff to share what they find extraordinary about Tualatin.

Comments from community members

We asked community members what things they appreciate most about Tualatin and they had a lot of great things to say. They shared their deep appreciation for Tualatin's parks, trails, and green spaces, emphasizing the city's commitment to maintaining clean, welcoming outdoor areas. Many highlighted the variety of recreational activities, including concerts in the park, the annual Pumpkin Regatta,, and Viva Tualatin events. The city's nature trails, public art installations, and proximity to both urban and rural environments also stood out as beloved features.

Tualatin's vibrant library received widespread praise, with several noting its valuable programs and events. The city's sense of community was also frequently mentioned, with many appreciating the volunteer opportunities, senior center programs, and the overall welcoming atmosphere. Residents spoke highly of the balance between growth and quality of life, the city's dedication to preserving its small-town charm, and the friendliness of city staff. Overall, Tualatin's blend of nature, culture, and community spirit emerged as key elements people cherish.

Insights from city staff

City employees highlighted several key aspects that contribute to Tualatin's sense of community and its appeal as a place to live and work. One of the primary points of pride is the city's ability to maintain its close-knit community through youth sports, activities, and events that bring people together. Staff noted

the community's diversity, and how the city actively fosters inclusivity. Tualatin's police department was praised for building and maintaining strong relationships with residents and diligent efforts at safety and transparency, which has enhanced the community's trust and safety.

Tualatin's size was seen as a perfect fit for balancing growth with the preservation of its unique character. City employees celebrated the range of amenities, the numerous community events, and the pride residents take in enjoying life together. They also highlighted Tualatin's deep connection to its natural history, with the city incorporating Ice Age trails, fossils, and prehistoric discoveries, such as mastodon bones, into public spaces like parks and the Library—something that sets Tualatin apart from neighboring communities.

The city has been strategic in acquiring parks and trails, which have significantly enriched the community. Employees noted Tualatin's position as a regional hub, thanks to the major highways and roads running through the area, making it a convenient place to live and work. Despite being a commuter town, where many residents don't work locally and many workers don't live in Tualatin, the city has managed to maintain its identity as it grows. Employees emphasized the transparency the city maintains with its community, especially when seeking approval for funding bonds for parks, transportation, and other improvements.

Tualatin's long history—incorporated in 1913—has contributed to its stability, culture, and forward-thinking approach. City employees mentioned the creative, unique programs throughout the city and the community's strong support for public works. They also highlighted events like the Pumpkin Regatta and Share the Love in February, which foster a strong sense of togetherness. In addition, Tualatin's proximity to Oregon's wine country and its beautiful parks and scenery were noted as further benefits of living in the area.

Looking to the future

When asked about the challenges and opportunities ahead, both community members and city staff shared a wide range of insights on how Tualatin can grow while maintaining its unique character. People are excited about the city's growth and the potential for new services, while a few wanted to make sure that Tualatin retained its tight-knit community feel as growth continued. Residents are particularly curious about projects, with some hoping they will lead to more walkable commercial opportunities, such as local coffee shops or grocery stores within walking distance of their homes.

As a transportation hub, Tualatin has seen quality development and job growth, but it has also led to increased traffic and density, which some residents feel conflicts with the small-town atmosphere. Residents were optimistic about enhancements to existing infrastructure, particularly future improvements to roads, bike lanes, and public spaces as the city continues to grow. There was also a desire for

improved walkability, better trail connectivity, and easier access to parks, with suggestions for more athletic areas like running tracks and continued improvements to community gathering spaces.

One opportunity lies in the development of the river access park and the potential revitalization of the Commons area with projects like the Veterans Plaza. Enhancing these areas could help create more community gathering places and create a stronger sense of community. Many residents expressed enthusiasm about maintaining and growing the city's green spaces, as well as increasing cultural and city events. They see the potential for Tualatin to become a destination for more big city-style events while preserving its welcoming, small-town charm.

Affordability of housing remains a pressing issue. As Tualatin becomes more expensive, there is concern that it will become increasingly difficult for young families to find affordable homes. Community members are calling for more options for smaller, single-family homes that are not priced at \$500,000 or more, so that families can start their lives here. This challenge, coupled with the desire for more accessible housing, underscores the need for thoughtful planning as the city grows.

Looking to the future, residents envision a Tualatin with expanded downtown areas, improved river access, and more green spaces. They hope for continued park development, enhanced cultural programming, and more diverse voices influencing decision-making. The next 20 years offer an opportunity for Tualatin to become a more connected, vibrant, and inclusive city while staying true to its roots.

User personas

To better understand these audiences, we created personas representing different visitor types. Here are a few user personas and their anticipated demographic information for the city:

1. Long-term Residents

- Demographics: Ages 40-65, homeowners, often living in Tualatin for over 10 years.
- Needs: Information on local services (trash collection, utilities, etc.), city council updates, community events, and emergency alerts.
- Pain Points: Difficulty navigating outdated websites, need for clear and organized content.
- Technology Use: Primarily desktop users, with some using tablets.

2. Young Families

- Demographics: Ages 25-40, parents of young children, often newer to the city.
- Needs: Access to information on parks, recreational activities, schools, childcare, and family-friendly events.

- Pain Points: Frustration with buried or hard-to-find information, need for mobile-friendly design.
- Technology Use: Heavy mobile users, with some desktop use.

3. Business Owners

- Demographics: Ages 30-55, local entrepreneurs and business managers.
- Needs: Information on business licenses, zoning, economic development programs, and opportunities for local partnerships.
- Pain Points: Complex or hard-to-understand processes, need for timely updates and streamlined communication.
- Technology Use: Desktop and mobile, often needing access while on the go.

4. Large and Medium Businesses & Their Leaders

- This group includes organizations headquartered in Tualatin as well as those headquartered outside of the city (in Oregon or outside of the state or country). This also includes property management companies who who or manage real estate in Tualatin.
- Demographics: Ages 30-55, business leaders.
- Needs: Information on planning and information for the businesses, zoning, economic development programs, opportunities for local partnerships, and volunteerism. It's important to remember that these organizations can also have leaders living outside of the or country.
- Pain Points: Complex or hard-to-understand processes, roadblocks, need for timely updates and streamlined communication.
- Technology Use: Desktop and mobile, often needing access while on the go.

5. Commuters

- Demographics: Ages 25-60, working professionals commuting to and from Tualatin.
- Needs: Traffic updates, parking information, public transit schedules, and commuting options.
- Pain Points: Frustration with inconsistent or outdated transportation information, need for quick access to essential details.
- Technology Use: Primarily mobile users.

6. Active Aging Community

- Demographics: Ages 65+, retirees.
- Needs: Access to healthcare resources, senior services, community activities, and information on city policies that impact them.
- Pain Points: Accessibility issues with complex websites, preference for simple and readable design.
- Technology Use: Primarily desktop users, with some mobile usage.

7. City Employees

- Demographics: Ages 25-65, working in various departments within the city government.
- Needs: Easy access to internal resources, communication tools, and updates on city initiatives.
- Pain Points: Difficulty navigating between internal and public-facing content, need for efficient

tools.

- Technology Use: Desktop users with access to city systems.

8. New Residents

- Demographics: Ages 25-50, recently moved to Tualatin.
- Needs: Information on local services, community events, and ways to get involved in the community.
- Pain Points: Overwhelmed by too much information, need for clear and concise guides.
- Technology Use: Mixed use of desktop and mobile.

9. Tourists and Visitors

- Demographics: All ages, visiting Tualatin for events or attractions.
- Needs: Information on accommodations, restaurants, events, and local attractions.
- Pain Points: Difficulty finding relevant visitor information, need for visually appealing and easy-to-navigate design.
- Technology Use: Heavy mobile users.

10. Community Advocates & Volunteers

- Demographics: Ages 30+, involved in local initiatives and community programs.
- Needs: Access to volunteer opportunities, updates on community projects, and ways to engage with the city.
- Pain Points: Lack of centralized information, need for timely updates on community efforts.
- Technology Use: Desktop and mobile, often engaging on social media.

11. Students

- Demographics: Ages 16-24, high school and college students living or studying in Tualatin.
- Needs: Access to information on educational resources, part-time job opportunities, internships, and recreational activities.
- Pain Points: Frustration with outdated or hard-to-find resources, need for mobile-friendly design.
- Technology Use: Primarily mobile users.

Remember that these personas are representations designed to capture the diversity of people who live and work in the city of Tualatin. The actual demographics and characteristics of visitors may vary.

