



TUALATIN CITY COUNCIL

OFFICIAL WORK SESSION MEETING MINUTES

FOR OCTOBER 28, 2024

PRESENT: Council President Valerie Pratt, Councilor Bridget Brooks, Councilor Maria Reyes, Councilor Cyndy Hillier, Councilor Christen Sacco, Councilor Octavio Gonzalez

ABSENT: Mayor Frank Bubenik

Council President Pratt called the meeting to order at 5:32 p.m.

1. *SW 96th Drive Permit Parking Zone Request.*

Police Chief Greg Pickering presented the parking permit survey results for SW 96th Drive. He provided a summary of the relevant municipal code section that establishes the process for requesting a permit parking zone and shared a map of the proposed area. Chief Pickering outlined issues reported by residents, which included non-residents parking on public streets during school hours, illegal parking, blocked driveways, litter, and obstruction of street sweeping services. A survey was distributed to residents to gauge support for the permit parking zone, with 12 out of 18 responding and those who responded were in favor. Chief Pickering stated that based on the results, staff is recommending approval of the permit parking zone.

Councilor Hillier asked if outreach had been conducted with the school district. Chief Pickering stated that a consultant has been hired to evaluate permit parking zones, including coordination with the school district to find the best solution. Councilor Hillier emphasized the importance of ensuring students have places to park when school permits are not available.

Councilor Sacco expressed concern that approving the permit parking zone could displace vehicles to other areas, potentially causing new issues. She questioned how many of the reported issues were citation-worthy and expressed concerns about limiting access to public streets. Chief Pickering acknowledged that while some offenses were citable, others were safety concerns. He noted that the consultant would work with the school district to address parking flow and alleviate issues.

Councilor Brooks inquired about other permit zones in the vicinity. Chief Pickering identified Alabama Street as the only other permit zone on the west side of Boones Ferry Road. Councilor Brooks supported working with the school district to address the root of the problem and expressed support for the proposed zone.

Councilor Reyes expressed her support for safety measures and emphasized the importance of emergency vehicle access. She stated her support for establishing a permit parking zone in the area.

Councilor Gonzalez asked about additional parking arrangements the school has with local churches. He noted this as a good solution and encouraged students to utilize the available church parking.

Councilor Hillier inquired about the timeline for the consultant's evaluation. Chief Pickering responded that results were expected around the beginning of the year.

Councilor Sacco asked about the impact on existing permit zones if new solutions were proposed by the consultant. Chief Pickering explained that changes would require updates to the ordinance.

Council President Pratt inquired about the adequacy of overflow parking at the churches. Chief Pickering confirmed that the church lots provided ample parking, but students were reluctant to walk the additional blocks. Council President Pratt expressed her support for the permit parking zone.

Council consensus was reached to move forward with a permit parking zone during school hours for SW 96th Drive.

2. Website Redesign Update and Homepage Wireframe Review.

Deputy City Manager Megan George, Creative Communications and Marketing Manager Heidi Stanley, and Consultant Dale Bentlage presented an update on the website redesign. Manager George stated that the project is currently in phase two: site layout and design. She provided a brief recap of key takeaways from a community survey, as well as feedback from the Council and staff. Manager George highlighted information from focus groups, including priorities, community pride, and aspirations for the future.

Consultant Bentlage presented wireframes for the new webpage, explaining that these wireframes serve as blueprints, showing the relative size of elements on the page but not including textures or colors. He displayed the wireframes to the Council and invited their feedback.

Manager George requested clarification on why the wireframe is presented in black and white and why the page design is lengthy. Consultant Bentlage explained that removing color helps people focus on the page elements themselves. He added that the longer page format encourages users to spend more time exploring the site, enhancing their understanding and perception of the city's brand.

Council President Pratt asked if there will be a place for a banner to display in emergencies. Consultant Bentlage confirmed that a section at the top of the site will be available for alerts.

Councilor Brooks inquired about how often the website should be updated. Consultant Bentlage recommended updates every 4-6 years. Manager George added that the city's website was last redesigned in 2012 and refreshed in 2016.

Councilor Brooks asked how the redesign aligns with the city's communication plan. Manager George noted that the city does not currently have a strategic communications plan. Councilor Brooks expressed her desire to see one established and shared feedback on making city policies and plans easily accessible. She emphasized the importance of having topics readily available and a section that highlights the city's progress over time.

Councilor Reyes asked about search functionality and whether popular searches will update based on usage. Manager George explained that there are options to populate the popular search section using search insights.

Councilor Reyes also inquired about the use of AI on the site. Consultant Bentlage mentioned that AI could be utilized in various ways, but those features would be determined later.

Council President Pratt asked about monitoring the webpages to ensure they remain up-to-date. Consultant Bentlage discussed content governance and assigning timeframes for regular content reviews.

Councilor Sacco asked questions about accessibility and multilingual features. Consultant Bentlage described the translation tools available, and the site's scanning tools for users who rely on assisted devices.

Councilor Brooks asked if there would be a webpage dedicated to research related to policy and whether there would be a section for the city's art collection. Consultant Bentlage explained that the site will allow the city to feature specific content in different sections.

Councilor Sacco asked if there would be a resource page linking to other important pages, emphasizing the need for easy access to these resources.

3. Council Meeting Agenda Review, Communications & Roundtable.

Councilor Brooks stated she attended the League of Oregon City's Conference, the Policy Advisory Board meeting, and the Pumpkin Regatta.

Councilor Sacco stated she attended the Pumpkin Regatta and the IDEA Committee meeting.

Councilor Hillier stated she attended the Pumpkin Regatta.

Councilor Reyes stated she attended the Pumpkin Regatta and the Council Committee on Advisory Appointments meeting.

Council President Pratt stated she attended the Council Committee on Advisory Appointments meeting, the C4 Metro Committee meeting, the League of Oregon Cities Conference, the Pumpkin Regatta, and the League of Oregon Cities work group on transportation.

Councilor Sacco asked how the Council could advocate for more community outreach regarding transportation. Council President Pratt stated she would work with the City Manager on drafting a letter to be sent.

Councilor Reyes stated she attended the Core Area Parking District Board meeting.

Adjournment

Council President Pratt adjourned the meeting at 6:56 p.m.

Sherilyn Lombos, City Manager

_____ / Nicole Morris, Recording Secretary

_____ / Frank Bubenik, Mayor