



Wilsonville Housing Our Future Community Conversation Guide

City of Wilsonville

September 2024

Prepared as a part of the:
Housing Needs and Capacity Analysis &
Housing Production Strategy

ECOnorthwest

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Before the Meeting

Thank you for your interest in hosting a community conversation to support the development of Wilsonville's Housing Needs and Capacity Analysis and Housing Production Strategy. These conversations are part of a broader public engagement process which includes one-on-one interviews, public events, advisory committee meetings, and public meetings.

The small group conversations from this guide are intended to be informal and held in spaces that are comfortable for the people participating. Given the informal nature, these conversations can be particularly effective at gathering input from groups who are often unheard in the planning process.

The goal of these community conversations is twofold. Participants are encouraged to (1) share their perspectives on housing needs and preferences in Wilsonville, as well as (2) provide input on potential actions that the City could take to promote the development of needed housing in a fair and equitable way.

Groups who may particularly benefit from this type of event include, but are not limited, to:

- ◆ Renters
- ◆ Low-income households
- ◆ Hispanic/Latine residents and other racial and ethnic minorities
- ◆ Immigrant and refugee communities
- ◆ People with disabilities
- ◆ Seniors
- ◆ People experiencing homelessness (currently or in the past)
- ◆ Employees at Wilsonville businesses
 - Those who live and work in Wilsonville
 - Those who work in Wilsonville, but live in other communities



Preparing to Host a Conversation

These discussions are designed to last about 60 minutes. The goal is to create a comfortable environment where all participants feel welcome sharing their opinions and concerns. Key discussion questions are included later in this document.

If you have any questions about the conversation guide, recruiting participants, or anything else related to this process, please contact Kim Rybold with the City of Wilsonville (contact information below).

Kim Rybold
Senior Planner
City of Wilsonville
503.570.1583
rybold@ci.wilsonville.or.us

Below are some simple pre-conversation steps.

Before the Event

- ◆ Invite people to the event. Recruiting people to your event is a key part of having a successful meeting. Some ways to reach targeted groups could include any of the following:
 - Invite people you know to participate in the conversation
 - Distribute invitations to and through local businesses or religious institutions.
 - Send out email invitations to targeted groups
 - Partner with local service providers to distribute invitations. These invitations could be flyers or social media posts that direct participants to sign up through host-specific channels
 - Advertise in public spaces and on locally focused social media sites
 - If an employer, invite employees to participate in the conversation
- ◆ Confirm the meeting location and number of participants
- ◆ Print necessary materials, bearing in mind the number of participants
- ◆ Consider whether to serve snacks or a meal
- ◆ Contact city staff (Kim Rybold) with any outstanding questions or need for assistance

During the Event

- ◆ Ensure the following materials are available:
 - Sign-in sheet
 - Community Conversation Kit including Facilitator's Guide
 - Paper for taking notes



- Pens
- Food and drinks, if serving
- ◆ Follow the facilitator’s guide and be sure to take notes! Determine who will take notes during the conversation. This could be the host or a designated notetaker.

After the Event

Within one week, please email or scan the sign-in sheet and notes and send to Senior Planner Kim Rybold at rybold@ci.wilsonville.or.us or drop the materials off at the Planning Division on the first floor of City Hall at 29799 SW Town Center Loop E.



During the Meeting – Facilitator’s Guide:

Please review this guide before leading the conversation. Total conversation is expected to last about 60 minutes.

Agenda

- ◆ Welcome and Introductions (10 minutes)
 - ◆ Project Purpose (5 minutes)
 - ◆ Discussion
 - *Housing needs and barriers to housing (20 minutes)*
 - *Strategies and actions to address housing needs (20 minutes)*
 - ◆ Summary of the discussion and next steps (5 minutes)
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As guests arrive

- ◆ Distribute sign-in sheet. Invite participants to track progress on this project on the City’s “Let’s Talk, Wilsonville!” website (www.letstalkwilsonville.com). Alternatively, hosts can invite participants to share their emails on the sign-in sheet if they would like to receive email communication from the City regarding this project.

Welcome and Introductions (10 minutes)

- ◆ Thank your participants for joining you in the conversation today. Introduce yourself and why you chose to host a conversation; discuss the amount of time you expect this conversation to last (about 60 minutes).
- ◆ Have participants introduce themselves. “Let’s go around and introduce ourselves. I’ll call on you one at a time. Please give us your first name and briefly share something about your housing story.” This prompt is intended to be an icebreaker, and to allow conversation participants to share their experiences with housing. Responses will be open-ended and may cover experiences with living in different types of housing, searching for housing, or anything else the participant wishes to share about their experiences with housing.

Project Purpose (5 minutes)

Discuss overall project and purpose of today’s discussion. An example is included below, but feel free to adapt this to best suit your audience.

Wilsonville is a highly appealing place to live in the Portland metro region. Strategically located between Portland and Salem, it offers residents convenient access to both urban centers, as well as nearby rural landscapes, outdoor recreation, and wine country. Wilsonville's diverse housing stock, which ranges from single-family



homes and townhomes to smaller multifamily options like duplexes, triplexes, and quadplexes, as well as larger apartment buildings, complements the city's vibrant amenities. This combination of location, housing, and amenities has fueled significant population growth in Wilsonville.

However, despite the housing variety, the city, like the broader Portland metro area, is grappling with significant housing affordability challenges. Home prices have increased by 72% over the last 10 years, while rents on multifamily units have risen by 58%. Incomes, however, have grown by about 47% during the same period. In 2022, 38% of Wilsonville households were considered "cost-burdened," meaning they spend more than 30% of their income on housing. For renters, this figure exceeds 55%.

These affordability challenges are pricing out many residents. Those working in Wilsonville, especially in lower-paying service jobs such as jobs in retail or food service, can't always find affordable places to live within the city. Even individuals in higher-wage professions, such as engineering or nursing, may not earn enough income as a single earner to afford buying a home in Wilsonville. Some long-time Wilsonville residents have been forced to move away due to rising rental costs. And home ownership in Wilsonville is increasingly out of reach for first-time buyers.

To better understand and address these housing challenges, the city is conducting the Wilsonville Housing our Future project. This project assesses the City's housing needs over the next 20 years and will determine what actions the City can take to help meet them. The project's goal is to identify policies and actions to chart the course for a future where Wilsonville's housing remains attainable and sustainable. The focus of this project is supporting the development and preservation of housing that is affordable and accessible to a variety of residents, including those who work and want to live in Wilsonville, seniors, people with disabilities, communities of color, and other underserved populations.

As part of this project, the city is seeking input from the community. The goal of today's discussion is (1) to understand your housing needs and hopes for the future, (2) identify barriers you or people you know face when searching for housing, and (3) identify how the City can support the development of needed housing and creation of programs to meet the community's housing needs.

Your insights will provide invaluable context to the data being collected for the Wilsonville Housing our Future project and will shape the actions the city takes to address unmet housing needs.



Discussion (40 min)

When facilitating the discussion be sure to take notes.

Housing Needs and Barriers to Housing

Facilitator Introduction: The purpose of the first set of discussion questions is to gather insights into the housing needs of different people, as well as the barriers people face when trying to obtain or stay in housing.

Discussion Questions: *You do not need to discuss all these questions. They provide prompts for the discussion.*

For Wilsonville Residents

- ◆ Why did you choose to live in Wilsonville?
- ◆ Is there housing in Wilsonville that meets your needs and the needs of those in your community? Why or why not?
- ◆ What barriers have you faced when trying to rent or buy housing in Wilsonville?
- ◆ What is most important to you about the location of your housing? (Prompts could include: neighborhood safety, traffic congestion, access to parks and open spaces, distance from work, access to medical services, school quality and location, access to transit/pedestrian/bicycle facilities, availability of housing that is accessible)
- ◆ What do you wish you could change about the location of your current housing?

For Non-Wilsonville Residents

- ◆ Have you considered moving to Wilsonville? If so, what are the reasons you want to live here?
- ◆ What type of housing are you looking for in Wilsonville (e.g. single-family, townhome, apartment, etc.)?
- ◆ What has prevented you from moving to Wilsonville?
- ◆ What neighborhood or community characteristics are important to you and might influence whether you would move to Wilsonville? (Prompts could include: neighborhood safety, traffic congestion, access to parks and open spaces, distance from work, access to medical services, school quality and location, access to transit/pedestrian/bicycle facilities, availability of housing that is accessible)
- ◆ What types of housing options or price points would make it possible for you to live in Wilsonville?



Strategies and Actions to Address Housing Need

Facilitator Introduction: Cities can help with housing in a variety of ways, even though they don't build houses themselves. Here's some ways that a city can make a difference:

- ◆ Change zoning rules to require a variety of housing options, like smaller single-family homes, accessory dwelling units (such as a small apartment over a garage), duplexes, townhouses, and apartment buildings.
- ◆ Offer developers incentives, such as tax breaks or lower fees, to encourage them to build affordable homes.
- ◆ Partner with non-profits, community organizations, and others to protect existing affordable housing and to build new, affordable homes.
- ◆ Implement policies that help renters stay in their homes and prevent them from being forced out due to rising costs or other issues.
- ◆ Fund programs that repair or maintain current affordable housing so that it remains livable and affordable.

For this next discussion, the goal is to understand the types of actions and partnerships you think could be impactful based on your own housing experiences. This is an open, collaborative dialogue - you don't need fully formed policy proposals, just your thoughts and ideas.

Discussion Questions:

- ◆ What specific challenges or barriers have you or people you know faced when trying to find affordable housing that meets your needs? What kinds of support or solutions would make the biggest difference?
- ◆ Based on your personal housing situation and needs, what do you think are the most important things the community could do to preserve existing affordable housing options?
- ◆ What do you believe would be most helpful in making homes more affordable and accessible in Wilsonville?
- ◆ Are there any local organizations, service providers, or community groups that you're aware of that are already working to increase the supply of affordable housing or support residents with housing needs? How could the city potentially collaborate with or support these efforts?

Closing and Next steps (5 min)

Thank participants for their time and insights. Tell participants that they can find updated information about the project on the Let's Talk Wilsonville! website. (letstalkwilsonville.com).



Host – please email sign-in sheet and notes to Senior Planner Kim Rybold at rybold@ci.wilsonville.or.us or drop the materials off at the Planning Division on the first floor of City Hall at 29799 SW Town Center Loop E.

