



Wilsonville Town Center Strategic Communications Plan

Goal of the Strategic Communications Plan

- To give community members a reliable, accessible, and informative place to go for information about the Wilsonville Town Center Plan and urban renewal.



Strategic Framing

“The Town Center
is the Heart of
Wilsonville.”



Communications Vehicles

- Let's Talk Wilsonville!
- Multimedia content
- Plain-language explainers, infographics, and FAQs
- Informational Town halls
- Materials translated into Spanish



Communications Plan Topics

- How and Why the Town Center Plan was developed
- The flexibility built into the Town Center Plan, with examples
- How urban renewal works
- What infrastructure improvements could urban renewal fund



Communications Plan Topics

- Will the Town Center Plan add more park and open spaces
- How will the Town Center Plan will impact transportation and create additional transportation options in Wilsonville
- What housing types could be part of the Town Center Plan
- What is the likely timetable for Town Center progress



Communications Plan Topics

- Wilsonville projects made possible by earlier use of urban renewal
- Examples of urban renewal investments in Wilsonville
- The inclusion of local restaurants (including food trucks), and entertainment venues



Proposed Outreach Calendar

Phase 1 – Identify the plan and update website (March 2026)

Phase 2 – Education (April – July 2026)

Phase 3 – Final Neutral Outreach (Aug. – Nov. 2026)

Outreach if Council directs staff to pursue an Urban Renewal ballot title in November 2026



Questions & Clarification

