

# Strategic Communications Plan for Wilsonville Town Center

## Table of Contents

<b>OVERVIEW</b>	<b>2</b>
<b>FRAMING</b>	<b>2</b>
<b>STORYTELLING</b>	<b>2</b>
<b>IMAGERY</b>	<b>2</b>
<b>COMMUNICATION VEHICLES</b>	<b>2</b>
Informational Town Halls	3
Tabling at Community & Summer Events	3
School & Parent Outreach	3
<b>FEEDBACK FROM FOCUS GROUPS AND QUESTIONNAIRES</b>	<b>3</b>
<b>PRIMARY FRAMEWORK</b>	<b>3</b>
<b>STRATEGIC COMMUNICATIONS PLAN TOPICS</b>	<b>4</b>
<b>SAMPLE ANNOTATED OUTREACH CALENDAR</b>	<b>5</b>
Phase 1 — Identify the plan and update website (March 2026)	5
Phase 2 — Education (April - July 2026)	5
Phase 3 — Final Neutral Outreach (Oct–Nov 2026) <i>Outreach if Council directs staff to pursue an Urban Renewal ballot title in November 2026</i>	5
<b>SUMMATION</b>	<b>5</b>

## Overview

The goal of the strategic communications plan is to give community members a reliable, accessible and informative place to go for information about the Wilsonville Town Center Plan and urban renewal. Information will rely on multimedia storytelling that appeals to a wide range of community members and address concerns expressed by Wilsonville residents.

## Framing

We recommend framing that humanizes communications about the Town Center Plan. The frame we suggest is referring to the town center as the “heart of Wilsonville,” which is consistent with sentiments expressed in recent focus groups and community outreach as well as community engagement during the Town Center Master Planning process.

## Storytelling

We urge storytelling with relevant imagery to make the Town Center Plan and urban renewal (UR) as a potential financing mechanism more accessible. Story narratives with images show as well as tell and are more relatable and memorable. They should address questions and concerns about the plan in a straightforward and clear way.

## Imagery

We suggest imagery of town center with restaurants, food trucks, entertainment venues, walkable streets, parks, parking, the new bridge and with housing in the background, from the adopted Town Center Plan.

## Communication Vehicles

We propose using a combination of communication vehicles that build on the content Wilsonville used in 2024 to convey stories, including;

- Let’s Talk Wilsonville webpage
- Videos and short reels
- Brief handouts
- Articles and postcard mailers, and
- Infographics.

The Town Center Let’s Talk Wilsonville webpage (website) will provide clear information about the plan. The content will be versatile to work in a mixture of print, website and social media outreach. Specifically for digital and social media (Facebook, Twitter, Instagram) content could include 60–90 second clips which could also be posted on the website.

Some content will be translated into Spanish.

### **Informational Town Halls**

The purpose of informational town halls is to deepen understanding and address concerns expressed during the focus groups and community outreach in the fall of 2025. Depending on the length of the presentation, a recording of the information could be published on the website and City of Wilsonville YouTube page.

### **Community & Summer Events**

Summer provides the opportunity to reach a large swath of community members. Include a one-page explainer with website details for more information, posters with infographics, and QR codes to the website to access more information and video content.

### **Parent Outreach**

Send one-page explainer outlining clear information to families with QR codes to the website to access more information and video content.

### **Feedback from Focus Groups and Community Outreach**

A crosswalk analysis was done between what was heard from focus group participants and those who submitted feedback per the community outreach on Let's Talk Wilsonville! in November 2025.

High interest / strong support themes:

- Local restaurants, food trucks, and small local businesses;
- Parks, plazas, and community gathering places;
- Walkability, safe crossings, and better multimodal connectivity (while still accommodating cars);
- Safety and Wilsonville's character and values
- Keep spending local rather than traveling to surrounding cities.

Primary concerns / barriers:

- Traffic and congestion; parking and car access;
- Possible long-term debt and sustainability concerns;(Urban Renewal)
- Housing density and fear of changing community character;
- Vacant storefronts/empty commercial buildings and skepticism about filling new space before existing vacancies;

### **Primary Framework**

"The Town Center is the Heart of Wilsonville" — a safe, welcoming, local place where daily life happens dining, gathering, recreation, and community connection.

## Strategic Communications Plan Topics

To ensure clear communication, we identified these topics, which include feedback from the focus groups and community outreach:

- Why the Town Center Plan was developed;
- How 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;
- Wilsonville projects made possible by earlier use of urban renewal;
- Examples of urban renewal investments in Wilsonville;
- Topics to consider based on community feedback, such as will the Town Center include local restaurants (including food trucks), and entertainment venues;
- Will the Town Center Plan add more park and open spaces;
- How will the Town Center Plan 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;

### *Why the Town Center Plan was developed*

Story: Use comments by community leaders to describe the inspiration and reasons for pursuing a Heart of Wilsonville (the community). Types of opportunities for underutilized and vacant space in Wilsonville.

### *How the Town Center Plan was developed*

Story: Interview community members, Town Center Task Force Members including Planning Commissioners and Councilors, who participated in Town Center plan development to understand aspirations and identify trade-offs included in the plan. Share the amount of outreach/ community engagement and time the task force members (list all task force members) committed to the project.

### *How urban renewal works*

Story: Describe in understandable terms how urban renewal works within Oregon's property tax system that includes a limit on annual 'assessed value' growth.

### *Wilsonville projects funded through an earlier urban renewal district*

Story: Identify the critical examples infrastructure improvements urban renewal financing is intended to fund and how they will benefit the community. Describe the local projects and how they were funded through urban renewal.

### *Will the Town Center include restaurants, food trucks and entertainment venues*

Story: Feature imagery of an active district with local restaurants, food trucks, entertainment venues, shopping, walkable streets and nearby parking that has been developed using UR in other communities.

### *Will the Town Center Plan add more parks and open spaces*

Story: Share pictures of the benefits of parks that were funded by urban renewal in Wilsonville.

### *How will the Town Center Plan improve transportation in Wilsonville*

Story: Create sketches of new transportation opportunities and connectivity within town center paired with photographs of existing roads. Congestion, especially near the interchange, will continue to get worse related to regional growth, and one mechanism to pay for roadway improvements is through urban renewal.

### *What housing types and housing density does the Town Center Plan provide*

Story: Create sketches of anticipated housing types paired with opportunity for a live/ work lifestyle that is not currently available in Wilsonville, which provides a more attractive location for young or single households.

### *What is the likely timetable for Town Center progress*

Story: Create a potential timeline starting with voter approval of urban renewal funding that lays out how infrastructure improvements and new developments might occur, making it clear that it is market driven but the City welcomes development in the area.

## **Where to Start**

Identify existing visual assets and content sources. Then identify visual assets and other content that must be developed and by whom.

Next, assign tasks to staff and strategic communication firm(s) to locate or develop visual assets and content or to identify the need to create additional assets. For example, the person/team assigned to create infographics may need access to licensable images or graphics. Depending on staff capabilities, there may be the need to retain a professional videographer.

## **Content Production**

There should be a clearinghouse to ensure quality of assets and content and conformance to the overall strategic communications plan. There also needs to be a secure location to store video and other content.

## **SAMPLE Annotated 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*

## **Summation**

This strategic communications plan establishes a clear, structured, and legally compliant framework for educating the Wilsonville community about the Town Center Plan and the use of urban renewal as a financing tool. Grounded in documented previously received public input,

the plan prioritizes transparency, accessibility, and responsiveness to community concerns while highlighting shared aspirations for local amenities, economic vitality, and quality public spaces. The is intended to improve public understanding and support informed decision-making as the Town Center planning and implementation process moves forward.

DRAFT