

WILSONVILLE
CITY COUNCIL
GOALS 2023-2025
WORK PLAN



WILSONVILLE
OREGON

DRAFT - MAY 2024

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Goal: Improve the City’s Emergency Preparedness and Public Safety

Strategy 1. Develop an Infrastructure resilience plan and reprioritize/fund recommended projects.

Project Lead: *Nacrelli/ Barrett/ Pepper*

Project Timeline:

Q3 2023 – Q2 2025

Previous Updates:

August 2023: Wastewater Master Plan is tentatively scheduled for September 18 City Council Work Session. The consultant is finishing additional seismic investigation at the treatment plant facilities that will be incorporated into the final Master Plan and Capital projects list.

Public Works Standards Update and Water Master plan have not started.

October 2023: Wastewater Treatment Plant (WWTP) Master Plan:

- The hydraulic modeling and subsurface geotechnical investigation for the WWTP Master Plan have been completed. The final updates to the document are underway.
- City Council Pubic Hearings are tentatively scheduled for January 4, 2024 (first reading) and January 18, 2024 (second reading).

Water Master Plan:

Staff is drafting a Request for Proposals and plans to select a consultant in early 2024.

Public Works Standards Update:

Public Works Standards Update overall planning is complete with review of standards beginning in October. Targeted section review will occur over the next 12 months with tentative completion in July 2024.

January 2024: Wastewater Treatment Plant (WWTP) Master Plan:

The plan was presented at a Planning Commission public hearing on December 13, resulting in a unanimous recommendation for adoption by City Council. The City Council adopted the plan on first reading (January 4) and second reading (January 18).

Water Master Plan:

No update.

Public Works Standards Update:

Targeted section review is working through administrative and street sections. Remaining section review will occur over the next 6 months with tentative completion in July 2024.

Quarterly Update: In Progress

Wastewater Treatment Plant (WWTP) Master Plan: This project is complete.

Water Master Plan: No update.

Public Works Standards Up: Review of the water system section is nearly complete. Remaining section review will occur over the next six (6) months with tentative completion in July 2024.

Strategy 2. Expand support for individual emergency preparedness through increased outreach and the exploration of new technologies to engage and connect people in emergencies.

Project Lead: Kerber/ Evans

Project Timeline:

Q3 2023

Previous Updates:

August 2023: Included articles in the Boones Ferry Messenger and posted information on <https://www.ci.wilsonville.or.us/ready> with the following topics:

- April – Home Preparedness
- May – Extreme Heat/Wildfire
- June – Preparing Your Pets

Started developing plans for a city-wide Emergency Preparedness Fair to be held on Saturday, October 28, 2023 between 10 am and noon at the Boozier-Stein Barn.

October 2023: Included articles in the Boones Ferry Messenger and posted information on <https://www.ci.wilsonville.or.us/ready> with the following topics:

- July – Storing Emergency Water: an Essential Preparation Goal
- August – A Few Extra Precautions Can Prepare Older Adults for Emergency
- September – Prepared Fair: How to Get Your Home Ready!

Finalized plans and invited partners (Clackamas County, PGE, TVF&R, Police, Greg & Rachel Leo for a city-wide Emergency Preparedness Fair to be held on Saturday, October 25, 2023 at the Stein-Boozier Barn.

January 2024: Included articles in the Boones Ferry Messenger and posted information on <https://www.ci.wilsonville.or.us/ready> with the following topics:

- October – Earthquake Safety: Be Prepared Before the Ground Starts Trembling
- November – Don't Get Left Out in the Cold: Gear Up Your Vehicle Now for Severe Weather This Winter
- December – Communications Count – Keep Your Family Connected in an Emergency

Hosted the City's second annual Emergency Preparedness Fair on Saturday, October 25, 2023 between 10 am and noon at the Boozier-Stein Barn. Over 120 attendees participated in the event to gather information and learn how to better be individually prepared for disasters.

Started updating the Workplace Safety & Emergency Response – Employee Guide which provides quickly accessible information on actions to take when encountering hazardous materials, fire, earthquake, threatening behavior, suspicious mail, and building evacuations.

Quarterly Update: In Progress

Included articles in the Boones Ferry Messenger and posted information on <https://www.ci.wilsonville.or.us/ready> with the following topics:

- *January/February – Caring Through Crisis: Emergency Readiness for Caregivers*
- *March – Companions in Crises: Before an Emergency, Have a Plan to Care for Your Pets*

Continued updating the Workplace Safety & Emergency Response – Employee Guide which provides quickly accessible information on actions to take when encountering hazardous materials, fire, earthquake, threatening behavior, suspicious mail, and building evacuations.

Strategy 3. Conduct short term planning for a Police Facility

Project Lead: Kerber, Troha

Project Timeline:

Q1 – 2024

Previous Updates:

August 2023: Discussed with DAO Architecture, LLC potential interim modifications to the Public Works/Police Offices (PWPO) to allow for more efficient and secure operations for the Police division once Public Works staff has vacated the building.

October 2023: Architect developed 30% plans for interim modifications to the Public Works/Police Offices (PWPO) which staff reviewed and submitted comments.

January 2024: Completed 90% plans for interim modifications to the Public Works/Police Offices (PWPO). Started preparation of construction bid documents for project.

Quarterly Update: In Progress

Implementation of Police Department Building interim renovations :

- *January - Completed construction bid documents*
- *February - Advertised the Request for Bids*
- *March – Seven (7) bids were received and lowest responsive bid was submitted by Woodburn Construction CM/GC, LLC*

Strategy 4. Complete a police department staffing study

Project Lead: *Wurpes/ Troha*

Project Timeline:

Q2 - 2024

Previous Updates:

August 2023: The future staffing projections will be included in the Community Services Block Master Plan. In discussions with consultant regarding any additional staffing analysis, other than what will be included in the Master Plan, needs to be conducted.

October 2023: The consultant for the police portion of the Community Services Block Master Plan is analyzing future police staffing needs. The staffing projections will be included in the Community Services Block Master Plan.

Quarterly Update: COMPLETE

Completed as a part of the Community Services Block Master Plan process.

Goal: Protect and Preserve Wilsonville’s Environment

Strategy 5. Develop a climate inventory and gap analysis of city practices and operations

Project Lead: *Rappold*

Project Timeline:

Q3 - 2024

Previous Updates:

August 2023: Clackamas County needs to finalize their plan before starting the City's Climate Action Plan. The plan is budgeted for FY 23-24.

October 2023: The draft Clackamas County Climate Action Plan was available for public review and comment but the plan has not been finalized. The Natural Resources Manager has started the process of developing a scope for the project, which will lead to selecting a consultant for the City's Climate Action Plan.

January 2024: The Natural Resources Manager is finalizing a scope for the project and anticipates selecting a consultant for the City's Climate Action Plan in spring 2024.

Quarterly Update: In Progress

The draft Clackamas County Climate Action Plan has been finalized but the plan has not been adopted. Council to consider the creation of a local plan that represents Wilsonville's interests. The Natural Resources Manager has solicited proposals from consultants for the City's Climate Action Plan. Proposals are due May 3 and a consultant will be selected by May 10.

Strategy 6. Conduct a community education campaign to build awareness of climate friendly practices (See strategy 5.)

Goal Attract high- quality Industry and Support Economic Opportunity for all in Wilsonville

Strategy 7. Develop a strike fund to pursue development opportunities for high value properties aligned with the City's economic development goals

Project Lead: Lorenzen

Project Timeline:
Q3 - 2024

Previous Updates:

August 2023: The most likely source of funding to create a "strike fund" is urban renewal. As such, the urban renewal task force (URTF) is having a discussion around how this fits into the ongoing Town Center urban renewal feasibility study and a potential project list with a particular interest in the Fry's site. The 2022 urban renewal strategic plan also recommended that property acquisition be added to the project list under the existing Coffee Creek urban renewal plan, but staff has not begun work on any amendment to that plan, as of this date.

October 2023: The urban renewal feasibility study continues and is expected to be finished before the end of calendar year 2023. We have included over \$20M in site acquisition and site preparation funds in the proposed project list—a strike fund. The Urban Renewal Task Force (URTF) is reviewing that project list and may make recommendations for modification at its meeting, scheduled for October

18, 2023. When the project list is approved by the URTF, it will be brought to Council for their approval in December 2023.

No work to amend the Coffee Creek urban renewal plan to include site acquisitions has begun as of this date. No other source of funding to capitalize a strike fund has been identified at this time.

January 2024: The project list that was included in the final draft of the Town Center Urban Renewal Feasibility Study, approved by both the Urban Renewal Task Force (URTF) and the City Council, contains a section called “Economic Development Programs & Projects.” This section contains three projects, two of which are related to the concept of a strike fund. The list shows a \$19 million allocation to “real estate activities” and an additional \$2.08 million for “site preparation.” These project categories, if included in an adopted urban renewal plan, would enable us to identify property, purchase, and dispose of such property for private development, as has been discussed with Council previously.

No update regarding Coffee Creek urban renewal plan.

Quarterly Update: In Progress

No update. See Goal 8 below. If Measure 3-605 passes, a project list in a proposed urban renewal plan would include funding for the acquisition and disposition of property to be developed privately.

Strategy 8. Prioritize and implement recommendations of the Urban Renewal Strategic Plan

Project Lead: Lorenzen

Project Timeline:

Q4 -2024

Previous Update:

August 2023: Staff has secured consulting services and begun a feasibility study for urban renewal in the Town Center Planning Area.

October 2023: Staff is working with the URTF and Consultants to complete the Town Center Urban Renewal Feasibility Study. It should be completed by 2023 calendar year end. Staff will bring advisory vote ballot language to Council in December 2023 and return in January for adoption of final ballot language to be included on the May 2024 election ballot. If Council directs after the advisory vote, the formal urban renewal plan and accompanying report would be completed and adopted before October 2024.

The Urban Renewal Strategic Plan (URST) calls for certain amendments to the Coffee Creek Urban Renewal Plan. As noted above, this work has not begun. The Plan also calls for the closure of the West Side Plan at the end of the 23-24 Fiscal Year. This plan closure is on track to occur on time.

January 2024: Staff worked with the URTF and Consultants to complete the Town Center Urban Renewal Feasibility Study. At their January 18 meeting, the City Council adopted final ballot language to be included on the May 2024 election ballot. If Council directs after the advisory vote, the formal urban renewal plan and accompanying report would be completed and adopted before October 2024.

The Urban Renewal Strategic Plan calls for certain amendments to the Coffee Creek Urban Renewal Plan. As noted above, this work has not begun. The Plan also calls for the closure of the West Side Plan at the end of the 23-24 Fiscal Year. This plan closure is on track to occur on time.

Quarterly Update: In Progress

The question of Town Center Urban Renewal has been referred to the community for an advisory vote—Measure 3-605—at the May 21, 2024 election. If the measure passes, staff will work with a consulting team to bring forward a formal urban renewal plan and report for Council’s consideration and adoption. Any such plan would be based on the framework and assumptions made during the Town Center Urban Renewal Feasibility study (2023), guided by the Urban Renewal Task Force. Before adoption can occur, a draft plan must be circulated to impacted taxing districts during the 45-day “consult and confer” period required under ORS 457. Additional meetings and findings must be made with the urban renewal agency, planning commission, and the Clackamas County Commission must be briefed as well. If the measure passes, the goal would be to adopt the proposed urban renewal plan before the tax roll is certified in early October 2024.

Several communications methods are being employed in order to inform voters about the ballot measure and provide accurate information about the Town Center Plan, urban renewal mechanics, proposed projects, proposed boundary, forecasted impacts on taxing districts, etc.

WilsonvilleTownCenter.com is a website created by staff, independent of the city’s normal website, which discusses the topics noted above, and more. Staff also contracted with a video production company to help create an informational video, which can be viewed at bit.ly/tcur-video.

Communications staff are using social media to point voters to the website and video, and one mailer has already gone out to all 97070 households. We expect one more mailer will go out before election day.

No work has been initiated with regard to the amendment of the WIN program rules, or the Coffee Creek Plan.

Finance staff has taken the necessary steps to stop increment collections for the Westside Plan, per the Urban Renewal Strategic Plan.

The work related to Basalt Creek, discussed in the previous update, has begun. Staff expects it will continue through 2025 and to brief Council periodically throughout that period.

Strategy 9: Facilitate Connections between Industry and education partners

Project Lead: Lorenzen

Project Timeline:

Q1 - 2024

Previous Updates:

August 2023: Staff regularly makes referrals between area employers and education partners (West Linn - Wilsonville School District, Oregon Institute of Technology, and Clackamas Community College). Staff turnover within both businesses and education organizations remains an ongoing challenge to creating lasting relationships and partnerships.

Staff is participating on a new initiative called “Next Gen Sector Partnership,” which is being led by the Clackamas Workforce Partnership and Worksystems (Washington and Multnomah counties). Next Generation Sector Partnerships are industry-driven. They are partnerships of businesses in a shared labor market region, who work with education, workforce development, economic development and community organizations to address the workforce and other competitiveness needs of industry. Several Wilsonville employers have expressed interest in participation. This initiative is just getting started.

October 2023: The NextGen Partnership described in the most recent goal update is in the process of formation. Several Wilsonville manufacturers are involved.

Economic Development Manager, Matt Lorenzen (EDM) and Government Affairs Director, Mark Ottenad, recently met with representatives from Oregon Institute of Technology (OIT). OIT wishes to partner more closely with local industry and City staff will assist to broker those relationships.

EDM has also forged a relationship with the West Linn Wilsonville School District’s (WLWV) Career and Technical Education (CTE) Program Coordinator. WLWV is applying for a grant to bolster the district’s manufacturing and construction CTE programs and has requested letters of support from the City and willing employers in these two sectors. Staff will provide and facilitate for both.

January 2024: Staff has recently promoted the CTE Programs of the West Linn Wilsonville School District in outbound communications to Wilsonville businesses. The District desires to partner with local businesses and employees for classroom visits, on-site tours, job shadows, and internships.

Quarterly Update: In Progress

Wilsonville High School is starting to plan for potential new Career and Technical Education (CTE) programs. They are very interested in exploring manufacturing or automotive. Both of those programs require large investments. At the request of district CTE staff, City economic development staff has provided information, company names, and full-time employee (FTE) counts for manufacturing and automotive industries in Wilsonville. We have offered to make introductions and facilitate conversation as appropriate.

Staff also recently met with Oregon Tech (OIT) for an information-sharing meeting. Staff has encouraged OIT to connect with Clackamas Community College and West Linn Wilsonville School district in order to build a seamless workforce development pipeline that begins at K12 and continues through Higher Education. The city's ability to influence and catalyze this partnership and cooperation is limited, but we are planting seeds. Ideally any such program would be well-aligned with local/regional industry labor needs and industry clusters.

Strategy 10: Convene a childcare partner consortium to understand the barriers, challenges and opportunities for increasing childcare opportunities in Wilsonville. Consider the City's role and potential actions for supporting the outcomes.

Project Lead: Lorenzen

Project Timeline:

Q2 - 2024

Previous Updates:

August 2023: Staff has compiled a list of area childcare providers and made contact with most. There appears to be considerable interest in this consortium concept. We anticipate an inaugural meeting before the end of Q3 2023. Once convened, the members of the group will dictate meeting frequency and discussion topics/agenda items. Staff will report out to Council, if/when actionable ideas have been identified.

October 2023: As anticipated, the inaugural meeting of the Childcare Provider Consortium took place in September 2023, with a second meeting in October. The group is focusing in on near-term and long-term goals at both the local and state levels. The group is energized and excited to see Wilsonville lead the way on this front. Council President Kristin Akervall and Representative Courtney Neron have attended both meetings, and attendees have really appreciated the presence and engagement from policymakers.

January 2024: The Childcare Consortium met twice in Q4 2023, but took a hiatus for the holidays. They will meet again in late January or early February. The group has taken a particular interest in organizing providers and doing policy lobby work in Salem. To that end, staff has connected Greg and Rachel Leo with the Clackamas Childcare Coalition, and the Leo Company will also attend our next meeting of the Consortium. Council President Akervall and Representative Neron remain engaged, which the Consortium appreciates greatly.

Quarterly Update: In Progress

While workload related to the proposed urban renewal plan in Town Center has been heavy and precluded the dedication of significant time to the Childcare Consortium work, we can report that the City (staff and Consortium) was engaged during the 2024 legislative short session and helped support

several childcare-related bills with the help of Government Affairs staff, and the City's lobby team, the Leo Company. One meeting of the Consortium was held in Q1 2024, and the next meeting will be May 1. Tri-weekly meetings have been scheduled through the balance of the summer in order to bring focus and regularity to the work of this new City workgroup. Staff has also been active on a Clackamas County work group, the Child Care Coalition of Clackamas County, that is striving to build a legislative concept that could be introduced as a bill in the 2025 regular session.

Goal: Increase Housing Opportunities for all and Reach Functional Zero Homelessness

Strategy 11. Prioritize and implement the equitable housing strategic plan

Project Lead: Rybold

Project Timeline:
2023-2025

Previous Updates:

August 2023: The City continues work on Equitable Housing Strategic Plan Action 1A, working with the selected developer, Palindrome, to finalize land use application materials for the proposed 121-unit mixed use affordable housing project at the Wilsonville Transit Center. Work also began on the Housing Our Future project; a two-year analysis of Wilsonville's housing capacity and need followed by development of strategies to meet these needs. In the last few months, the project team completed Phase 1 of the project including the Buildable Lands Inventory, outreach plan, and preliminary Housing Needs and Capacity Analysis. The project team also developed a Community Engagement Plan, which details anticipated public involvement in the development and review of housing strategies.

October 2023: The City continues work on Equitable Housing Strategic Plan Action 1A, reviewing land use application materials for the proposed 121-unit mixed use affordable housing project at the Wilsonville Transit Center in preparation for a public hearing before the Development Review Board. In September, this project received Concept Endorsement for \$8 million in Metro housing bond funding from Clackamas County. Work also continued on the Housing Our Future project. In the last few months, the project team gathered community input on housing needs and strategies at the Party in the Park event and posted a project survey on Let's Talk, Wilsonville! The project team held a work session with City Council to introduce the project and share the planned community engagement approach.

January 2024: The City continues work on Equitable Housing Strategic Plan Action 1A, reviewing land use application materials for the proposed 121-unit mixed use affordable housing project at the Wilsonville Transit Center and providing assistance to Palindrome as the team prepared project

funding applications. Work also continued on the Housing Our Future project. In the last few months, the project team prepared for and held a public meeting focused on the causes and consequences of rent burden, with the goal of identifying potential solutions for consideration in the project's Housing Production Strategy. The project team also worked on getting contracts and detailed work plans in place for the third and final phase of the project.

Quarterly Update: In Progress

In January, the Development Review Board approved the land use application for the 121-unit mixed use affordable housing project at the Wilsonville Transit Center, setting the stage for construction permits to be issued this summer. The Housing Our Future project team held work sessions with Planning Commission and City Council to provide an update on the project and select representatives to the project's Task Force, which will provide input on new housing strategies the City can pursue in the future. The City also posted a short survey on Let's Talk, Wilsonville! to gather the community's stories about how high housing costs impact quality of life. These stories will provide additional context to the City's housing needs identified in the project's technical analysis.

Strategy 12. Train City Staff and work with partners to better serve the houseless population through the creation of an internal task force

Project Lead: Troha

Project Timeline:
2023 - 2025

Previous Updates:

August 2023: City staff met with County personnel in June 2023 to continue to dialogue coordination between City and County regarding County services provided to unhoused individuals. County provided Coordinated Housing Access (CHA) certification training to Leigh Crosby of Wilsonville Community Sharing (WCS) on June 20, 2023. City staff created business cards and other informational material for the public, unhoused individuals, and employees ahead of the July 1, 2023 effective date of the new camping regulations. The Human Resources department is taking the lead in hiring a consultant to provide training to staff on approaches and skills necessary when interacting with unhoused individuals. Expected training to occur in early September 2023.

October 2023: This training was conducted in the fall for frontline employees.

Quarterly Update: COMPLETE

Strategy 13. Adopt ordinances to bring the city into compliance with state and circuit court rules

Project Refinement Notes:

N/A

Project Lead: *Guile- Hinman*

Project Timeline:

Q3 - 2023

Previous Updates:

August 2023: Project completed on May 15, 2023, with new regulations effective July 1, 2023.

Quarterly Update: COMPLETE

Goal: Expand Wilsonville’s Park and Facilities to Align with Community Growth and Needs

Strategy 14. Review and prioritize park and facility projects and recommend a funding plan and timeline

Project Lead: *Cosgrove*

Project Timeline:

Q3 - 2024

Previous Update:

August 2023: This project has not started.

Quarterly Update: Not Started

Strategy 15. Complete the Community Service Block Master Plan

Project Lead: Kerber

Project Timeline:

Q2 -2024

Previous Updates:

August 2023: Participants for this project includes police, parks and recreation, city administration, planning, transit, information systems, and public works.

- February - solicited proposals for architectural, engineering and related services for the Community Service Block Master Plan (CSB MP) project
- March/April - received proposals from seven architectural firms, short-listed and interviewed three firms and selected one firm – FFA Architecture and Interiors, Inc. to provide services for this project.
- May – Council approved contract with FFA
- June – held project kick-off meeting followed by an existing facilities assessment

October 2023: Internal stakeholders for this project includes staff from police, parks and recreation, city administration, planning, transit, information systems, and public works departments. The following activities occurred on this project:

- July - Internal stakeholder participated in a Visioning workshop and a Sustainability/Resilience workshop. Additionally stakeholders completed Programming questionnaires about typically work day activities, future growth, challenges/obstacles, space, equipment or special needs, and security. Next interviews were held to clarify and expand information related to Police and Parks & Rec program and development code needs.
- August - Once the Programming data was analyzed, the results were presented to the team for review and revisions. Stakeholders along with City Council members tours three law enforcement facilities and three Parks and Recreation facilities to see other agencies facilities and collect information on what participants ‘liked’ and ‘didn’t like’ about the facilities toured.
- September - The Community Service Block area the site was land surveyed to provide comprehensive topographic information for the project.

January 2024: The following activities occurred on this project:

- October – Presented to City Council which included: a review of the sustainability themes, visioning goals developed by the internal stakeholders; highlighting findings from tours of the existing City facilities and other agency facilities; and discussing programming results for the Police Department and Community Center.
- November – Presented project information to Parks and Recreation Advisory Board and Arts, Cultural and Heritage Council. Completed Gap Analysis comparing proposed elements for the facilities with other comparable agencies to ensure the project sizing is in line with similar facilities.
- December - Held a Site Layout Workshop with internal stakeholders to review and discuss three options for placement of the various elements of the Community Center and Police facility on the project site - Option 1: Protect the Perimeter Trees, Option

2: Maximize the Parking, and Option 3: Front the Street with Buildings. Consultant will use the feedback from the workshop to refine site layout options. Participated in a pre-application meeting with the Community Development Department to clarify requirements for development of this project on this site.

Quarterly Update: In Progress

Internal stakeholders for this project include staff from the police, parks and recreation, city administration, planning, transit, information systems, and public works departments. The following activities occurred on this project:

- *February – Internal stakeholders participated in a Building Character Workshop that explored inspiration for lines, textures, materials, lighting and feel of the proposed building and site. The team developed a Consolidated Goal Statement that reads: “The project should be welcoming and inviting, achieved through a mixture of materials and softened textures, transparency and views into and out of the public and shared spaces, and gentle curves and angles. The project should be forward looking, achieved through the use of quality and refined finishes. The project should exhibit clear connectivity between indoor and outdoor spaces, support a variety of gathering, and be integrated within its landscape. The project should reflect the character of the City of Wilsonville and the Pacific Northwest.”*
- *March – Held Departmental Workshops to review the proposed site layout, respective (Police/Council Chambers and Community Center) building layouts and the interconnection between the buildings. This feedback is to help in the development of three options for the Community Service Block project.*

Strategy 16. Review and update park project prioritization through the Parks and Recreation Board

Project Lead: Ammerman

Project Timeline:

Q1 - 2024

Previous Updates:

August 2023: This project has not started.

January 2024: At their January 11 meeting the Parks and Recreation Advisory Board reviewed and updated the park project priorities and voted unanimously to recommend to Council the list of 13 priority projects from the 2020 Park Bond Task Force Summary Report. Those projects are as follows:

1. Memorial Park Ballfield/Bathroom/Concessions
2. Memorial Park Maintenance Facility Upgrades
3. Community Center Improvements
4. Neighborhood Park Improvements
5. Community Scale Skate Park – Town Center

6. Memorial Park Courts
7. Charbonneau Multi-use Path Repair/Replacement
8. Memorial Park River Access
9. Boones Ferry Park Central
10. Boones Ferry Park River Access
11. Memorial Park East
12. Boones Ferry Park East
13. Memorial Park Fields

Quarterly Update: COMPLETE

Goal: Enhance Communications and Engagement to Build a More Connected Community

Strategy 17. Increase capacity to support communications and engagement through tools including marketing, social media, bilingual outreach, youth outreach/ partnerships, and others

Project Lead: *Evans*

Project Timeline:
Q3 – 2024

Previous Updates:

August 2023: With City Manager’s Office, developed a job description for a coordinator-level position that would take on responsibility to increase social engagement, improve communications with Spanish-speakers, and develop multi-media content. The position was funded in the FY 2023-24 budget and the City is accepting applications for the position until August 6.

October 2023: Hired and welcomed the City’s first Marketing and Communications Coordinator in September. Notably, the extra communications and marketing capacity allowed Administration to create a video celebrating Villebois’ new StoryWalk, increase the volume of social media posts, develop bilingual office signage, and begin work to identify best practices for Spanish-language outreach.

January 2024: The City increased volume of social posts that recognize historically marginalized communities, tying production of that content directly to the cultural calendar. We’ve also begun to identify pages on the website to be translated into Spanish, and are looking into a Spanish-language Facebook page. Conversations are being scheduled among staff and DEI committee members to improve Spanish-language outreach. More video content (tree lighting, toy drive) produced to recognize City programs.

Quarterly Update: In Progress

The City increased volume of social posts that recognize historically marginalized communities, tying production of that content directly to the cultural calendar. We've also begun to identify pages on the website to be translated into Spanish, and are looking into a Spanish-language Facebook page. Conversations are being scheduled among staff and DEI committee members to improve Spanish-language outreach. More video content (tree lighting, toy drive) produced to recognize City programs.

Strategy 18. Connect the community (residents and businesses) with emergency response resources and educational materials to improve individuals' response planning.

Project Lead: *Evans*

Project Timeline:

Q3 – 2024

Previous Updates:

August 2023:

- With Public Work (PW) s, scheduled the second annual Emergency Preparedness Fair for Sat., Oct. 28.
- Continued monthly distribution of “Wilsonville Ready” content via the Boones Ferry Messenger.

Planning underway (with PW and consultants) for content and promotion of Preparedness Fair.

October 2023: Most critically, communication included the completion of September’s annual Boones Ferry Messenger (BFM) dedicated to Emergency Preparedness. Additionally, monthly BFM content was archived to the Wilsonville Ready website, and staff developed social media content and fliers to raise awareness for the well-attended Emergency Preparedness Fair in late October.

January 2024: Continued monthly distribution of “Wilsonville Ready” content, which is communicated via the Boones Ferry Messenger, e-newsletter and online at wilsonvilleready.com.

Quarterly Update: In Progress

Continued monthly distribution of “Wilsonville Ready” content, which is communicated via the Boones Ferry Messenger, e-newsletter and online at wilsonvilleready.com.