

Communications in Advance of Town Center Urban Renewal Advisory Vote

The following lays out strategies and communications methods to be employed in advance of a May 2024 ballot measure—an advisory vote asking Wilsonville residents to state whether they support using Urban Renewal (tax-increment financing) as a mechanism to support development, primarily through the construction of infrastructure in the Wilsonville Town Center.

Public multimodal infrastructure and economic development tools and incentives are needed to support the vibrant, mixed-use downtown district the community desires. The Wilsonville Town Center Plan, adopted by the City Council in 2019, is a long-range plan to better serve the interests and needs of residents, visitors, businesses, employees, and property owners within the 171-acre project area within and adjacent to Town Center Loop.

Key Dates

January 18, 2024: City Council will potentially adopt ballot language and refer the question of Town Center Urban Renewal for the May 21, 2024 election. Once adopted, all communications are subject to [Oregon Elections Law](#).

Notably, public employees cannot collect funds, prepare election filing forms, prepare or distribute written material, or perform other campaign related activities while on the job. A public employee may provide impartial information about a candidate, measure, or petition as part of their normal job duties.

Determining whether information is impartial can be a difficult inquiry. As such, the Secretary of State Elections Division offers to review election-related documents. If the Elections Division approves a city document, the city is shielded from a subsequent finding that the document violates the impartiality requirements under ORS 260.432.79

Generally, impartiality requires that documents (1) must not explicitly urge a yes or no vote, (2) must be factually balanced, and (3) must fully describe how much a measure costs if the document describes what the measure will accomplish.

March 1, 2024: Last day to submit Ballot title, including caption, question, summary, and explanatory statement.

May 21, 2024: Oregon primary election ballots are due by 8 pm.

Target Audience

All registered voters (18 and over) who reside in Wilsonville.

- Segments include
 - long-time residents vs. short-term
 - owners vs. renters
 - well-off vs. those experiencing rent burden or poverty
 - those who interact frequently vs. those we don't typically reach

Communication Plan Goals

- 1) Preparing voters to make an informed choice, informed by their knowledge of
 - a. How Urban Renewal Works
 - b. How it's been successfully implemented in Wilsonville
 - c. How urban renewal in Town Center is critical to the implementation of the Town Center Plan
- 2) Encourage voting in the May 21 Election

Possible Tactics to Support Plan Goals

2023-24 Annual Report: Branding the Report "The Wilsonville Way" and discussing UR as one of the core tenets of the City's successful long-term plan.

Advertorial Article in Wilsonville Living Magazine: Purchasing a two-page 'advertorial' content in Wilsonville Lifestyle Magazine that discusses the City's successful use of UR.

Scheduling a Lehan Lecture: Reprise Charlotte's successful lecture series to have her talk about Wilsonville's successful history of Urban Renewal.

Online Community Conversation Forum: Urban Renewal 101. This virtual meeting would discuss how UR works, articulate the vision and review projects.

Standalone Website: Would summarize projects, explain UR, and provide timelines.

Video: Visually engaging, high production quality, succinct, but informative. Answers the questions: What is urban renewal? What is Measure "123" and what would happen if it passes?

Deep Sky Studios specializes in dynamic videos incorporating 2D and 3D animation that explain different products and ideas.

Print Collateral in Novel Formats: Design printed collateral novel format that prompts people to pick up a copy and read. Possibilities: 4"x9" rack card, zine, bi-fold 5"x5" booklet.

Communication Channels/Methods to be employed

Social Media

Facebook posts, ads, events
Facebook groups (People of Wilsonville,
etc.)
Next Door
Twitter/X
Instagram posts & stories

City Websites

City: Event Calendar
City: Front Page Highlight
City: News Release
(+ e-mail to subscribers)
Let's Talk, Wilsonville!
Explore Wilsonville

Designed Items

Fliers/Door Hangers
Utility Bill inserts
Business Cards

Video

YouTube
Social Media
Website

Boones Ferry Messenger

Article
Advertisement
Calendar
Printed insert

Internal Communication

Staff Email
Staff Zone
Managers Meetings
TTT Meeting
CM Reports

Other Methods

Spokesman or other outlet
Article
Display ad
Wrap
Wilsonville Living magazine
Tent / direct outreach at events

Preliminary Calendar of Landmark and Ongoing Comm’s Activities

Communications/ Marketing Item	Estimated Date	Description	Reach
Annual Report	January	Town Center Urban Renewal will be one of the front and center pieces in the 2023 annual report. Project will convey past Urban Renewal successes. Tying past to present to future. It will focus on telling the story of #TheWilsonvilleWay	Mailed to every resident of Wilsonville.
Boones Ferry Messenger	January March April May	Every month would cover different aspects or questions of the UR Plan. -Introducing the Plan -Ballot language/FAQ -Reminder to Vote, etc.	Mailed to every resident of Wilsonville.
E-Newsletter	January-April	Monthly E-Newsletter to 1500 subscribers would provide regular updates and invite questions	1500 subscribers
Informational Video	Early February	Video that explains what the Urban Renewal Plan is and helps the audience visualize it with motion graphics that conceptually depict the funding mechanism that is Urban Renewal, as well as Town Center imagery.	Displayed on website Social media distribution
UR Website	January-February	Website built separately from the City website, on Wix, to be a living space for: the contracted Deep Sky video, explanation on Town Center Urban Renewal, a debunking section/FAQ, recordings of the Lehan Lectures, submission space for questions from the community, contact page.	QR code directing to the website will be available on posters. Website link will be shown on Instagram and Facebook posts.
Wilsonville Living Magazine	March	Whole page advertorial spread in the magazine that discusses town center plan vision and how UR activates downtown.	Mailed to every resident of Wilsonville.

Lehan Lectures	March	Charlotte Lehan hosts a talk about past UR implementations. Matt follows with presentation on TC Plan / projects To be recorded and posted on YouTube and the website.	To be recorded and posted on YouTube and the website.
Instagram	January: Introducing the topic + reminder of Lehan Lectures Early February: Deep Sky Studios informational video Mid February: Website Launch + informational carousel, invitation for audience to ask questions through the website March-May: Voting reminders and informational posts	Social media posts will be informational/focus on different parts of the Urban Renewal Plan throughout the months while utilizing the launch of other communication efforts as opportunity for promotion.	
Nextdoor	Ongoing	This platform is effective to share basic information with homeowners	
Facebook	January: Introducing the topic + reminder of Lehan Lectures Early February: Deep Sky Studios informational video Mid February: Website Launch + informational carousel, invitation for audience to ask questions through the website March-May: Voting reminders and informational posts	Social media posts will be informational/focus on different parts of the Urban Renewal Plan throughout the months while utilizing the launch of other communication efforts as opportunity for promotion.	
Spanish-language outreach	TBD	Fliers or other materials translated to provide basic explanation of UR	