



MEMORANDUM

To: City of Wilsonville
From: CFM Advocates
Date: February 4, 2026
Subject: Overview: Strategic Communications Plan for the Wilsonville Town Center

Purpose

This memorandum provides a high-level overview of the strategic communications plan developed to support community education related to the adopted Wilsonville Town Center Plan (TCP) and the use of urban renewal (UR) as a financing tool. The communications strategy is designed to improve clarity, transparency and public understanding of the TCP and UR.

Background

The Wilsonville Town Center strategic communications plan was informed by insights from focus groups and community outreach using Let's Talk Wilsonville. The plan also reflects the context in which a Town Center urban renewal ballot measure could be considered by Wilsonville voters at the November general election.

The overwhelming message from qualitative research is that community members want a vibrant town center that puts to use vacant and underutilized land in the heart of Wilsonville. They supplied models and ideas for what that heartland should include. They had questions about how improvements would be funded. They expressed concerns as well as aspirations.

Their conversations and comments provide a roadmap for how to construct content that answers their questions, eases their doubts and increases their understanding.

In developing the plan, we were mindful of the backdrop in which Town Center communication will occur. There is a gubernatorial contest that will center on taxation as well as on how to stimulate Oregon's lagging economy.



The strategic communications plan responds to this feedback and context with a structured approach to community education that emphasizes factual information, ease of access and responsiveness to community aspirations and concerns.

Wilsonville Town Center Core Message

The Wilsonville Town Center will become the heart of our community with local restaurants, entertainment venues, unique retail outlets, walkable open spaces and ample parking. Its infrastructure will be funded by the urban renewal district. The Town Center Plan, adopted in 2019, has built-in flexibility to address changing retail realities and evolving housing needs. When fully built out, the Wilsonville Town Center will be a unique destination for both residents and visitors. . The Town Center will create more opportunities for Wilsonville residents to work, dine and shop where they live.

Communications Objective

The objective of the plan is to create a **reliable, centralized source of information** that enables residents to understand:

- What the Town Center Plan proposes and what it does not;
- How urban renewal functions in Oregon;
- What infrastructure investments could be supported; and
- What constraints exist.

Strategic Frame

Communications are organized around the unifying theme: **“The Town Center will be the Heart of Wilsonville.”**

This framing reflects the language and values expressed by residents during community engagement and positions the Town Center as a place for everyday activity, local economic vitality and community connection, while maintaining Wilsonville’s character and safety.



Key Issues Addressed

Areas of Strong Community Interest

- Local restaurants, food trucks and small businesses
- Parks, plazas and community gathering spaces
- Walkability and safer multimodal transportation
- Keeping economic activity local

Areas in Need of Clarification

- Traffic congestion, parking and access
- Cost to community members and long-term financial impacts
- Housing regulations, flexibility, and neighborhood character
- Market feasibility and vacant commercial space
- General understanding of urban renewal and use in Town Center

All communications topics and sequencing are intentionally aligned to address these issues directly and transparently.

Communications Approach

The plan uses multiple, reinforcing communication tools to reach the community with different information needs and preferences, including:

- A refreshed Town Center information hub on the city's Let's Talk Wilsonville! website;
- Multimedia content;
- Plain-language explainers, infographics and FAQs;
- Informational town halls and community forums for key target audiences;
- Outreach at community events; and
- Spanish language translations.

This layered approach allows residents to engage with information at their own pace and depth.



Phased Implementation

Outreach is organized into four phases:

1. **Reset, Trust and Clarity** – Establishing a clear information foundation;
2. **Education** – Explaining the plan, urban renewal and key topics;
3. **High-Touch Community Presence** – In-person engagement during peak community activity; and
4. **Final Outreach** – Neutral explanation of potential ballot measures.

This sequencing reflects best practices for public education on complex land-use and financing topics.

Next Steps

If Council concurs with the overall approach, staff will proceed with developing materials, refreshing the Town Center website and implementing outreach strategies.