

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015  
6:00 PM**

**AGENDA**

---

**I. 6:00 PM CALL TO ORDER - ROLL CALL**

Marta McGuire  
Jerry Greenfield  
Peter Hurley  
Al Levit  
Phyllis Millan  
Eric Postma  
Simon Springall  
City Council Liaison Charlotte Lehan

**II. 6:05 PM PLEDGE OF ALLEGIANCE**

**III. 6:10 PM INTRODUCTION OF NEW PLANNING COMMISSIONER SIMON SPRINGALL**

**IV. 6:15 PM ELECTION OF 2015 PLANNING COMMISSION CHAIR AND VICE CHAIR**

**V. 6:20 PM CITIZEN'S INPUT**

This is the time that citizens have the opportunity to address the Planning Commission regarding any item that is not already scheduled for a formal Public Hearing tonight. Therefore, if any member of the audience would like to speak about any Work Session item or any other matter of concern, please raise your hand so that we may hear from you now.

**VI. 6:25 PM CITY COUNCIL LIAISON REPORT**

**VII. 6:30 PM CONSIDERATION OF THE MINUTES**

A. Consideration Of The January 14, 2015 PC Minutes

Documents: [Jan 14 2015 PC Minutes.pdf](#)

**VIII. 6:35 PM WORK SESSIONS**

A. Communication Plan

Documents: [Communication Plan.pdf](#)

B. 2014 Housing Report

Documents: [2014 Housing Report.pdf](#)

**IX. 7:30 PM OTHER BUSINESS**

A. 2015 Planning Commission Work Program

Documents: [March 2015 PC Work Program.pdf](#)

B. Smart Growth Conference Briefing

#### **X. 7:45 PM COMMUNICATIONS**

A. Metro 2015 Urban Growth Management Decision

Documents: [Metro 2015 Urban Growth Mngmt Decision.pdf](#)

#### **XI. 8:00 PM ADJOURNMENT**

*Time frames for agenda items are not time certain.*

##### Public Testimony

*The Commission places great value on testimony from the public. People who want to testify are encouraged to:*

- *Provide written summaries of their testimony*
- *Recognize that substance, not length, determines the value of testimony*
- *Endorse rather than repeat testimony of others*

*Thank you for taking the time to present your views.*

For further information on Agenda items, call Linda Straessle, Planning Administrative Assistant, at (503) 570-1571 or e-mail her at [straessle@ci.wilsonville.or.us](mailto:straessle@ci.wilsonville.or.us).

Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting.

The City will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting:

- \*Qualified sign language interpreters for persons with speech or hearing impairments
- \*Qualified bilingual interpreters.

To obtain services, please call the Planning Administrative Assistant at (503) 682-4960

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015**

---

**VII. CONSIDERATION OF THE MINUTES**

- A. Consideration of the January 14, 2015 Planning Commission minutes.

**PLANNING COMMISSION**  
**WEDNESDAY, JANUARY 14, 2015**  
**6:00 P.M.**

**Wilsonville City Hall**  
**29799 SW Town Center Loop East**  
**Wilsonville, Oregon**

**Minutes**

---

**I. CALL TO ORDER - ROLL CALL**

Acting Chair McGuire called the meeting to order at 6:02 p.m. Those present:

Planning Commission: Marta McGuire, Eric Postma, Jerry Greenfield, and Peter Hurley. Phyllis Millan arrived shortly after roll call. Al Levit, and City Council Liaison Charlotte Lehan were absent.

City Staff: Chris Neamtzu, Barbara Jacobson, Nancy Kraushaar, Miranda Bateschell

**II. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**III. ELECTION OF 2015 PLANNING COMMISSION CHAIR AND VICE CHAIR**

Election of the 2015 Chair and Vice Chair were postponed until all Planning Commissioners are present.

**IV. INTRODUCTION OF NEW LONG-RANGE PLANNING MANAGER, MIRANDA BATESCHELL**

Chris Neamtzu, Planning Director, introduced Ms. Bateschell with whom he had worked previously on several regional issues. He noted Ms. Bateschell brings many skills and talents to the City and was already emerged in the concept planning for Basalt Creek.

Miranda Bateschell, Long-Range Planning Manager, said she was born and raised in Oregon, attended school at Gonzaga and the University of Michigan, where she obtained her Master's Degree in Urban and Regional Planning. Her professional background included working in New York, Michigan, and most recently at Metro, where she worked in land use planning, focusing on community development and investment issues. Her work at Metro provided her the opportunity to work in many communities throughout the region. She was excited to be working in Wilsonville and at a local level to address more immediate and real time issues.

The Planning Commissioners introduced themselves, noting how long they have lived in Wilsonville and their experience working on various boards of the City.

**V. CITIZEN'S INPUT** - This is an opportunity for visitors to address the Planning Commission on items not on the agenda. There was none.

**VI. CITY COUNCIL LIAISON REPORT**

Chris Neamtzu, Planning Director, noted that City Council had just made the liaison appointments last week, so he anticipated Councilor Lehan's presence at upcoming meetings.

**VII. CONSIDERATION OF THE MINUTES**

A. Consideration of the December 10, 2014 Planning Commission minutes

The December 10, 2014 Planning Commission minutes were approved 3 to 0 to 2 as presented with Chair McGuire and Commissioner Millan abstaining.

## VIII. WORK SESSIONS

### A. Climate Smart Communities (Kraushaar)

The Spring 2013 Climate Smart Communities Scenario Project newsletter titled, "Wilsonville Community Case Study" was distributed to the Commission.

Nancy Kraushaar, Community Development Director, presented the Adopted Climate Smart Strategy via PowerPoint, updating the Commission on the Climate Smart Communities Scenarios project by reviewing the legislative background leading to the project, the process Metro used in developing and finalizing the adopted Strategy, as well as how the Climate Smart Strategy would affect Wilsonville. She also discussed the adopting Metro Ordinance 14-1346B and its accompanying Exhibits A through E, all of which were included in the Planning Commission meeting packet. The five exhibits summarized the four years of collaboration with the public, regional, technical and policy advisory groups during the process. Her key additional comments included:

- She emphasized that the Climate Smart Strategy being presented involved a collaborative process amongst all the counties, municipalities and from many stakeholders throughout the Portland region, as well as an incredible amount of discussion, modeling, and push back as those involved worked to gain understanding about the Climate Smart Communities Project. The Climate Smart Strategy was adopted by Metro Council in December after receiving almost unanimous support, one vote short, from Joint Policy Advisory Committee and Transportation (JPACT), and unanimous support from MPAC, Metro Policy Advisory Committee.
- She noted that the adopted Climate Smart Strategy did not address freight, only cars and light trucks, and that the 20 percent GHG emission reduction goal already assumed the availability of much cleaner fuels and more fuel efficient vehicles, which would be a separate accomplishment by the State.
- Securing adequate funding for the transportation initiatives and legislative support for Oregon's transition to cleaner low carbon fuels and more fuel efficient vehicles would be essential for the adopted Strategy to succeed.
- Although Page 15 of the Climate Smart Strategy (Exhibit A; Page 44 of 139 of the Staff report) did not include a lot of information about SMART, she noted SMART would be working on a new Master Plan beginning this summer, so more details related to the Strategy would be available then.
- The Toolbox of Possible Actions (Exhibit C) were recommended, not required, actions agencies could choose to take for all ten policy areas described in Exhibit B. The City of Wilsonville was already doing many of the suggested actions, and if required to show any kind of performance, the City would likely be shown as a leader in achieving the Climate Smart Strategy. For example, she noted the City was already doing the first four bullets listed under "What Can Cities and Counties Do?" on Page 120 of 139 of the Commission packet for the Making Biking and Walking Safe and Convenient policy. She briefly discussed some of the actions the City was taking related to this policy.

Comments and questions from the Planning Commission regarding the Climate Smart Strategy continued as follows with responses from Ms. Kraushaar as noted:

- Ms. Kraushaar clarified that the dissenting vote to support the Climate Smart Strategy on JPACT was the representative from the Clackamas County Commission. The reason for the dissenting vote was a bit unclear, but she believed the particular discussion concerned funding projects that would achieve co-benefits and provide more efficiency, such as intersection improvements. There was also concern that policy decisions were being made for future funding and since Clackamas County was not certain what they might be, they did not feel confident supporting it.
- Transportation to low income housing areas was very poor. Wilsonville has discussed affordable housing and transportation filters into that, but nothing in the Strategy seemed to address the goal to increase transportation to those housing areas. The map on Page 45 of 139 of Exhibit A was unclear.
  - Ms. Kraushaar explained the bold orange lines on the Transit Service map represented transit service at a frequency of every 5 to 10 minutes. If the capital and operations for all the transit

service indicated on the map were implemented, transit services access would be achieved to 55% of the jobs, 49% of households and 62% of low income households to within a quarter mile or 15 minutes by 2035.

- A recent study showed people are not using public plug-in chargers for their electric cars. Would that trend impact the Climate Smart Strategy in any way and would any modifications be made?
  - Ms. Kraushaar believed people were presently using electric vehicles for trips wherein the cars could be charged at a person's own home.
  - She discussed the State's investment in installing charging stations along the I-5 Corridor, which was intended for drivers other than commuters or those running errands. Having accessible charging stations was important for drivers needing to recharge on longer trips, but with increased electric vehicle purchases, and as charging becomes more efficient, using electric vehicles to travel longer distances might become more attractive. Additionally, current prices for electric vehicles were still high and some uncertainty still exists about the technology, but over the next 20 years, available charging stations would be needed.
- The baseline seemed to be a moving target. The 30-year horizon started in 2005, so how much had the baseline shifted between 2005 and 2015, and how would the baseline be adjusted as further improvements were made toward 2035?
  - Ms. Kraushaar replied the baseline was the 2005 GHG (Greenhouse Gas) Portland area emissions caused by light duty vehicles, and the goal was to achieve at least a 20% reduction of that baseline by 2035.
  - The understanding was that the general progress being made would be subtracted independent of the Strategy's actions in improving GHG emissions.
    - She agreed that the Climate Smart Strategy actions were separate from GHG emissions achieved from other general progress than what is modeled for light duty vehicles.
    - She understood the model started with 2005 estimates for small automobiles and light trucks in the Portland metro area, and all of the scenarios assume huge technology advances in fuel-efficient vehicles and cleaner fuel emissions.
  - Because there was no hard target to meet, the goal remained unclear.
    - Ms. Kraushaar believed she had technical material that referenced the units and numbers to be achieved, which she would provide to Commissioner Greenfield.
    - She agreed the calculations were extremely technical and noted the entire project was based on a State model called GreenSTEP, but even then, all the elements involved were hard to quantify. She believed the State would continue to "true up" the model over the ensuing 20-year period to better understand the complicated material.
- Ms. Kraushaar confirmed no measuring device currently existed to provide feedback about the performance of individual communities. The current performance evaluation applied to Metro and the measurements that Metro makes.
  - She noted the new Regional Transportation Plan included a goal to start measuring certain performance measures that are included in the City's Transportation System Plan (TSP); however Metro was not presently asked to refine and send it out at the community level at this time
  - Although cities were not currently required to show what efforts were being made with regard to the Climate Smart Strategy, she did expect the City would be required to submit sort of report card to show what was being done after the new Regional Transportation Plan is adopted. She was uncertain how numeric the report card might be; perhaps more of a narrative report would be required about what the City was doing. It would be difficult for us to have performance measures that were not quantified in metrics. For example, in the one thing being measured at Metro is how many more miles of bicycle paths and sidewalks are built. Such indicators actually measure progress. [1015 2:23]
- Concern was expressed about performance being graded on what new things were being done, such as new roadways or pedestrian paths. This would put Wilsonville at a disadvantage because the City would have to spend more money to create better systems even though Wilsonville was already well ahead of other communities.

- Ms. Kraushaar assured that would not be the case. The performance standards and strategies were generally listed in bullet form in Exhibit D many of which are targets already identified for the 2040 Growth Concept and associated plans.
  - Some metrics, such as Crash Rate for the policy of making streets and highways safe, reliable and connected, were already being measured and a target for reducing accidents to a certain level by a certain year already existed.
- Ms. Kraushaar commented it was interesting to be able to create a Strategy that identified some things that different communities were doing already. However, more specific goals still needed to be achieved in order to attain the target goal for GHG reductions.

Chris Neamtzu, Planning Director, noted Ms. Kraushaar is a regional leader and expert on transportation issues, adding that Wilsonville was well represented at the regional level. She attends all of the Climate Smart committee meetings and is well respected by her peers. He appreciated having a true expert working on these issues, and a Community Development Director that is a civil engineer who understands land use planning and transportation and development.

## **IX. OTHER BUSINESS**

### **A. 2015 Planning Commission Work Program**

Chris Neamtzu, Planning Director, confirmed that the packet for the Joint City Council/Planning Commission Work Session on January 22, 2015 regarding the Frog Pond Area Plan had been provided to the Commission. The same plan was reviewed last month in work session, but now new information was included. It was an important meeting for the Commission and Council to provide direction to the project team on about five or six unresolved matters like whether retail should be included in the Frog Pond area, and if so, how much and where, and whether multi-family and large lots should be in the Plan. The packet also included additional new market information regarding the market economics of land development. This information was provided from a due diligence standpoint so that the full gamut of issues could be evaluated and to assist in informing the Commission as decision makers on the Frog Pond plans.

- He noted that the newspaper mistakenly advertised the joint work session as an opportunity for citizens to provide input and inquiries had already been received. A correction was published in today's newspaper.
- He clarified that citizens were welcome to attend the meeting and then participate in the Citizen Input portion of the City Council meeting, but a work session was not an environment to receive public input due to time constraints. The work session was an opportunity for the Commission to collaborate with the City Council, find common ground and provide direction to the project team about changes before going through another round of community engagement before heading toward some formal recognition of the Frog Pond Area Plan this spring.
- He announced that Simon Springall had been appointed to the Planning Commission, adding that Mr. Springall was a software engineer at Mentor Graphics and has served on the Development Review Board. He would be able to attend the joint work session next week.
- He noted the importance of the planning process for the Memorial Park Master Plan and of ensuring citizen awareness about that process. A consultant had been hired and the project was moving forward as several alternatives have been proposed and he encouraged looking at the online survey. The Planning Commission would have a work session in March with the final Memorial Park Master Plan expected to be reviewed for adoption in the summer months.

Miranda Bateschell, Long-Range Planning Manager, described the Transportation Performance Modeling project, stating that Planning Staff was working with the City's transportation engineers and the City's consultants at DKS Associates together to develop a Transportation Performance Measures Report, which had not been done before. Staff often discusses needing improvements to meet certain goals and objectives, so the report would help identify how the City was really doing in terms of meeting those goals and objectives.

- A series of meetings were held with the City's partners across the region, both counties, Metro and ODOT, to discuss what they have been doing in terms of performance measuring and what data might

be available to assist City Staff in measuring the City's performance. Developing the report would involve establishing key performance metrics that could be measured as well as a prioritization process to determine which measures best achieve City goals.

- Staff was looking at examples used across the country; however, such reporting was generally done at a statewide level, not at a city level, so Wilsonville was, again, on the cutting edge of "truthing" its own transportation investments and choices related to both active transportation and the road network. Ultimately, the information package would be presented to the Planning Commission, City Council and the community.

**X. ADJOURNMENT**

Chair McGuire adjourned the regular meeting of the Wilsonville Planning Commission at 7:20 p.m.

Respectfully submitted,

By Paula Pinyerd of ABC Transcription Services, Inc. for  
Linda Straessle, Planning Administrative Assistant

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015**

---

**VIII. WORK SESSIONS**

- A. Communications Plan (Gail)

## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b>  February 19, 2015		<b>Subject: 2015 Communications Plan Update</b>  <b>Staff Member:</b> Jon Gail, Community Relations Coordinator <b>Department:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input checked="" type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable <b>Comments:</b>  	
<b>Staff Recommendations:</b> The Council is encouraged to review the draft 2015 Communication Plan, ask clarifying questions and provide staff direction on any desired modifications to the proposed plan and initiatives included in the plan.			
<b>Recommended Language for Motion:</b> NA			
<b>PROJECT / ISSUE RELATES TO:</b>			
<input checked="" type="checkbox"/> Council Goals/Priorities: Improved Community Engagement	<input type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable	

### ISSUE BEFORE COUNCIL

The draft 2015 Communications Plan is designed to provide an overview of the City's communications goals, strategies and initiatives for the current year. The plan is before City Council as an information item, and staff seeks City Council direction on the plan prior to finalizing and implementing the plan for the remainder of the year.

### EXECUTIVE SUMMARY

The draft 2015 Communications Plan seeks to support the City Council's desire for continuous improvement in community engagement and City communications about all types of City policy, programs and projects using the most efficient and effective communications tools possible for the various audiences of City outreach efforts.

Staff based the current plan on a prior version of the plan that City Council and Planning Commission originally reviewed and provided feedback on in 2012.

The draft plan is a comprehensive overview of the City's communications goals and objectives, guiding principles, communications infrastructure, applicable audiences, communication channels, tools for internal and external audiences, public notice procedures, current and recent accomplishments and new initiatives for additional consideration.

### **EXPECTED RESULTS**

City Council will be better informed regarding the City's communication plans for the current calendar year and have the opportunity to provide staff direction to make modifications to the plan in order to more closely align with City Council's goals and priorities.

### **CURRENT YEAR BUDGET IMPACTS**

The primary cost to implement the plan is staff time and printing which are included in the current approved budget and the upcoming proposed budget.

### **FINANCIAL REVIEW / COMMENTS:**

Reviewed by: SCole Date: 2/3/2015

The Communications Plan describes existing and proposed programs and projects and does not carry an explicit budget impact.

### **LEGAL REVIEW / COMMENTS**

Reviewed by: MEK Date: 2/3/2015

This is an informational item, Legal comment is not germane.

### **COMMUNITY INVOLVEMENT PROCESS**

The Communications Plan is not a formal master plan and does not require a formal community involvement process. Rather, the Communications Plan provides detailed accounting and descriptions of existing City communications and marketing tools, as well as suggesting new communications initiatives for Council consideration.

The Communications Plan calls for ongoing interaction and feedback with the public, staff, boards and commissions and the City Council to ensure the City's communications efforts are meeting the community's needs to be well informed about City matters.

Within the City the plan was circulated internally to the each department for review and comment and their changes are included in the plan update provided to City Council.

**POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY** (businesses, neighborhoods, protected and other groups):

Implementation of the plan benefits all types of community members by increasing community member awareness, involvement and understanding of City projects, policy-making and programs and is expected to result in increased satisfaction and participation by community members.

### **CITY MANAGER COMMENT**

The Communications Plan summarizes current City outreach efforts and tools and provides new communications programs for consideration.

**ATTACHMENT**

**A. 2015 Communications Plan (draft)**



# 2015 Communications Plan

DRAFT February 2015





**City of**  
**WILSONVILLE**  
**OREGON**

### **City Council**

Tim Knapp, Mayor

Scott Starr, Council President

Susie Stevens, Councilor

Julie Fitzgerald, Councilor

Charlotte Lehan, Councilor

### **Planning Commission / Committee for Citizen Involvement (CCI)**

Eric Postma

Marta McGuire

Jerry Greenfield

Simon Springall

Al Levit

Peter Hurley

Phyllis Millan

### **City Appointed Management**

Bryan Cosgrove, City Manager

Michael Kohlhoff, City Attorney

---

#### **CITY OF WILSONVILLE**

29799 SW Town Center Loop East

Wilsonville, OR 97070

*Phone* 503-682-1011

*Fax* 503-682-1015

*Email* [PublicAffairs@ci.wilsonville.or.us](mailto:PublicAffairs@ci.wilsonville.or.us)

*Web* [www.ci.wilsonville.or.us](http://www.ci.wilsonville.or.us)

# City of Wilsonville Communications Plan

DRAFT February 2015

---

## Table of Contents

<b>1. Goal and Objectives .....</b>	<b>2</b>
<b>2. Guiding Principles of the Communications Plan .....</b>	<b>4</b>
<b>3. City Communications Infrastructure .....</b>	<b>5</b>
<b>4. Audiences for City Communications .....</b>	<b>15</b>
<b>5. Communication Channels .....</b>	<b>19</b>
<b>6. Communication Tools for External Audiences .....</b>	<b>22</b>
<b>7. Public Notice Procedures.....</b>	<b>29</b>
<b>8. Communication Tools for Internal Audiences .....</b>	<b>36</b>
<b>9. Current and Recently Accomplished Initiatives .....</b>	<b>38</b>
<b>10. Initiatives for Additional Consideration .....</b>	<b>42</b>
<b>11. Appendices .....</b>	<b>45</b>
A. City Sponsored Events .....	45
B. 2014 Media Releases .....	46
C. Inventory of City of Wilsonville Publications .....	49
D. 2014 Boones Ferry Messenger Articles .....	50
E. 2013 Boones Ferry Messenger Articles .....	57
F. Relevant Awareness Days/Weeks/Months.....	64
G. 2013-14 Chief's and Councilor's Corner Subjects .....	65
H. 2015 Chief's and Councilor's Corner Subjects .....	66
I. City of Wilsonville Demographic Data and Charts .....	67
J. 2012 and 2014 Major and Minor News Sources .....	75
K. 2015-2017 City Council Goals.....	76

## 1. Goal and Objectives

### A.Goal

The goal of this Communication Plan is to identify the use of communications tools used to keep the community and other audiences informed about how the City of Wilsonville operates the policies and procedures that are involved in that operation and to encourage public participation in local government. The Communication Plan furthers the City's implementation of Goal 1, Citizen Involvement, of Oregon's Statewide Planning Goals & Guidelines, OAR 660-015-0000(1).

The Communications Plan seeks to support the City Council's desire for continuous improvement in community engagement and community member awareness about all types of City policy, programs and projects using the most efficient and effective communications tools possible.

This plan focuses on "routine" City communications; public communications during an emergency are addressed in the City's Emergency Operations Plan.

### B.Objectives

Specific objectives of this plan include:

#### Internal objectives

- Engage members of City Council and Planning Commission/Committee for Citizen Involvement and staff in the development and implementation of the Communications Plan.
- Assist Council in efforts to augment communications with appointed boards and commissions.
- Increase inter-departmental communications and leverage content for production into various products (media releases, news articles, presentations, etc.) and multiple media platforms – print, online, social and video.
- Provide support for all City departments to assist with development of marketing communications, including public education, media relations, publications, online and multi-media.

#### External objectives

- Enhance City communications to and from Wilsonville residents, businesses and organizations.
- Enhance and improve community and media relations by reaching out to local, regional and Portland metro media outlets.
- Provide opportunities to increase awareness, interest and participation of Wilsonville residents and businesses in government goals and activities.
- Develop additional methods for enhancing public communication and participation. Use social networking such as Facebook, Twitter, YouTube and other new media to reach larger audiences.
- Plan and conduct periodic public surveys to assist the Council and the City Manager in evaluating the effectiveness of communication tools and techniques.

### C.Themes of Effective Communications with the Public

Pollster Adam Davis, principal of the respected public-survey firm Davis, Hibbitts & Midghall, Inc. (DHM), has outlined a number of themes to use or avoid when communicating with the public on local government matters. These themes, which have been compiled over the past several years in various local and state-wide polls, are reflective of the current political and economic realities that the country, state and region face in the aftermath of the "Great Recession."

In general, Adam Davis recommends that the public seeks “more effective communications about government services and public finance.”

Specifically, Davis recommends that effective local government communications with the public should consider these themes and strategies:

- Link subject matter under discussion to:
  - General public’s values and beliefs, which include:
    - Participation in family
    - Concern for the environment
- Keep communications basic:
  - Avoid the use of the word “government” when possible
  - Tell a great story (concrete, surprising/unexpected, simplicity, credibility, emotion)
  - Keep at it, sustain the effort
  - Be consistent
- Show and demonstrate where feasible:
  - Public involvement
  - Accountability and transparency
  - Partnerships
- Use certain tools:
  - Effective messengers such as neutral third parties, friends and family, trusted advisors, subject matter experts
  - Multiple communication sources
- Provide content for non-English -speaking Oregonians (Spanish and possibly others)
  - Get to know your changing demographics and psychographics<sup>1</sup>

---

<sup>1</sup> Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles.[1] Because this area of research focuses on interests, attitudes, and opinions, psychographic factors are also called Interests, Activities and Opinions (IAO) variables.

## 2. Guiding Principles of the Communications Plan

### A. Government Transparency

**Provide for early opportunities for information and engagement** – Efficient and effective problem-solving depends upon getting as much of the needed information into the process as early as possible.

**Open two-way communication** – Ensure that important information is shared throughout the community and that the community has a timely way of sharing feedback about matters that are important to them

**Community problem solving** – Provide residents and interested parties with complete, accurate and timely information enabling them to make informed judgments and participate in community problem solving initiatives and decisions.

**Inclusive** – Include as many people as is feasible in the process. The goal is to include everyone who wants to participate and to promote engagement with those who are not currently engaged.

**Multiple media** – Use a variety of ways and means to communicate and provide information in multiple formats to respond to the diverse needs and preferences of the public.

### B. Efficient, Responsive Operations

**Timely** – Provide the public with timely notice and reasonable access to information about City policies, issues and processes.

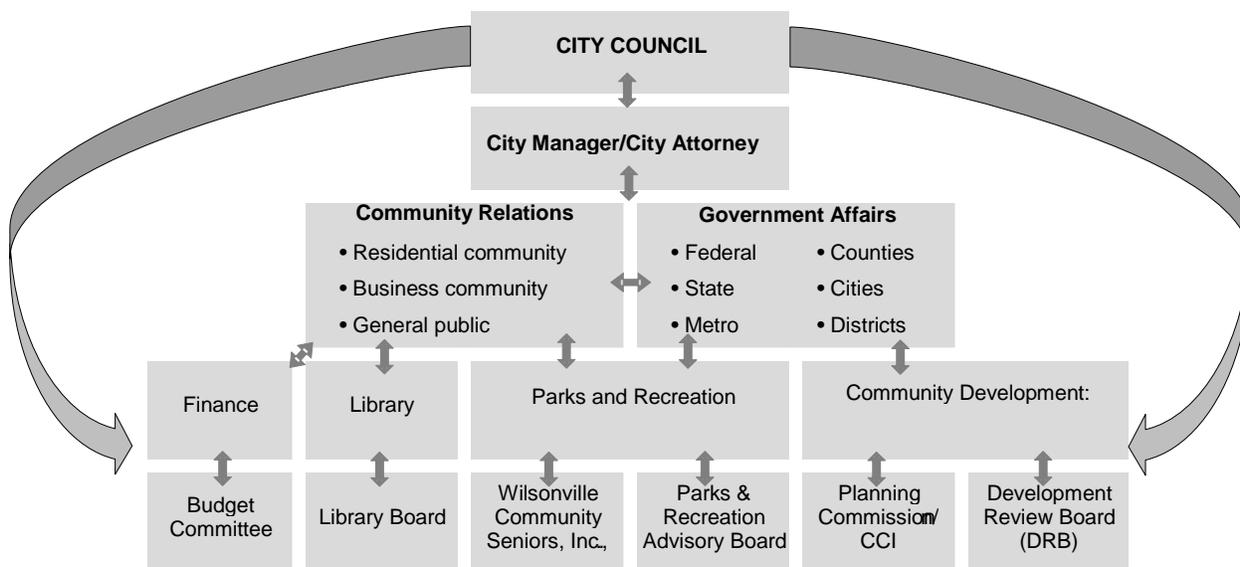
**Proactive** – The City should consistently seek the public’s input in a proactive manner and actively discuss and share the City’s rationale and basis for making key decisions.

**Strong and Consistent Messages** – A successful communication plan, is built on strong themes and is more effective than one with unrelated and scattered messages. The Communication Plan should support, reinforce and reflect the goals of the City government as established by the City Council and the City management, thus underscoring the idea of an organization with one common purpose: effective operations and transparent government and open decision-making processes.

**Decentralized** – Strengthen direct communication among elected officials, city departments and residents rather than trying to funnel all information through a central point of contact or department. This provides for more knowledgeable discourse, strengthens accountability and also makes it easier to access or provide information on city activities.

### 3. City Communications Infrastructure

The City has a number of elected/appointed bodies and staff of various departments that are responsible for communicating with the public — both in terms of receiving public input and providing information to the public. And within the City’s organizational structure, communications flow to and from the City Council to various appointed boards/commissions and departments, which provide logistical and technical support to the boards and commissions. The schematic diagram below illustrates the communications flow and interchange that occurs within City government.



#### A. Elected, Appointed and Designated Boards and Commissions

The City’s elected and appointed bodies review public-policy matters, public-works projects and private-development proposals. In seeking to render a decision, these bodies work with staff on public outreach and listening to public input.

In addition to each board receiving public comments and making public pronouncements, boards also seek to communicate information to the City Council and vice-versa. Following is a list and brief description of the City’s nine elected, appointed or designated boards and commissions.

- **City Council**, as the City’s ‘top’ leadership body composed of a Mayor and four Councilors who are elected by registered, voting-age residents, takes into account a wide variety of public comments and sentiments in rendering policy and other decisions. The City Council, which normally meets twice per month, works closely with the City Manager’s Administration Department, City Attorney’s Legal Department and other departments and divisions to review specific proposals and programs and recommendations from City boards.
  - **Urban Renewal Agency Board**, whose members are composed of the City Council, guides urban renewal plan creation and ongoing oversight, including project prioritization, boundaries, debt issuance, and other issues. The Urban Renewal Agency Board meets on an as-needed basis. Day-to-day administration of the City’s urban renewal areas lies with the Economic Development Division with support provided by the Finance Department, the Legal Department, and the Community Development Department.
- **Budget Committee**, whose five community member representatives are appointed by the City Council and includes all of the City Council, works closely with the Finance Department to produce

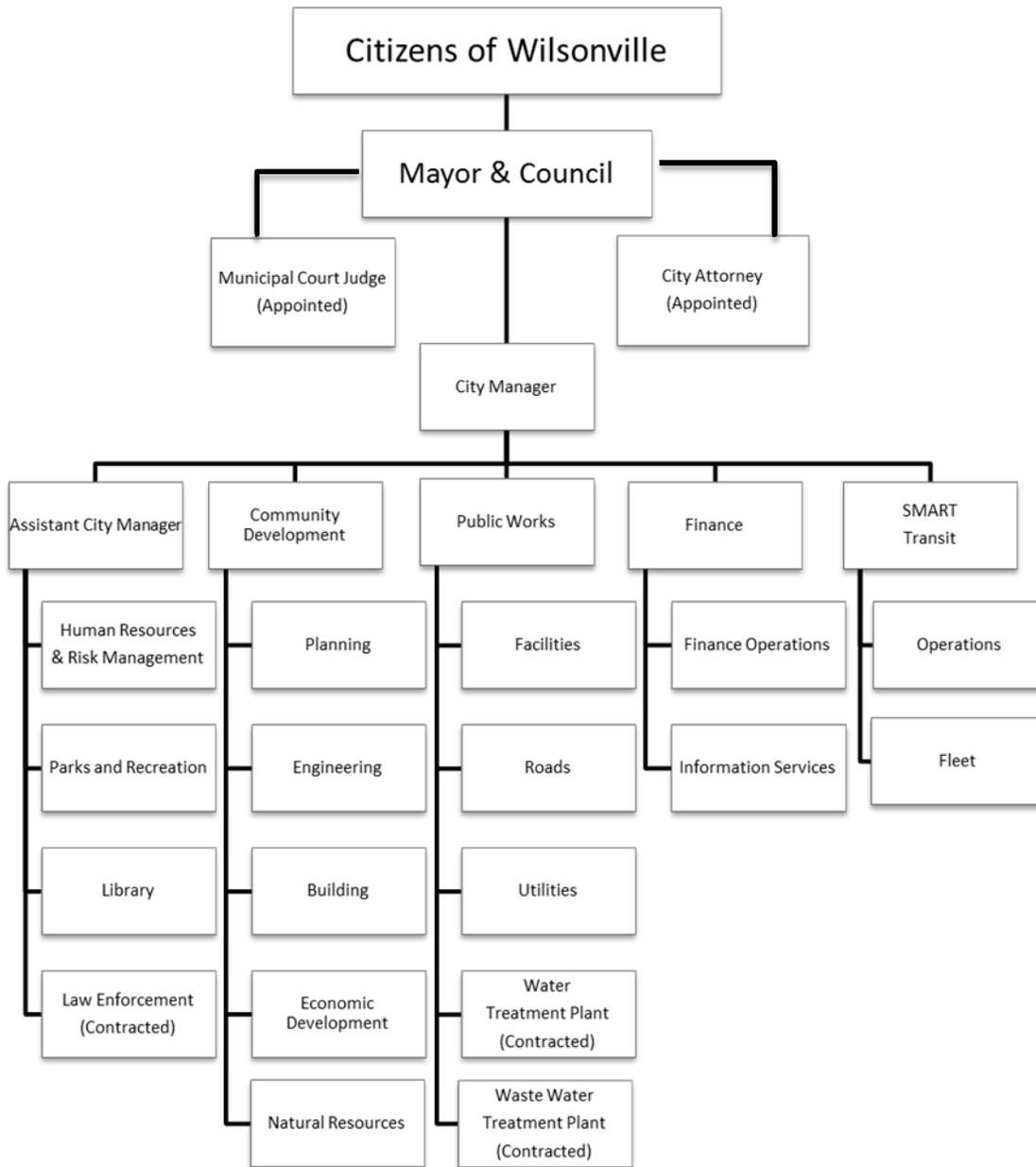
balanced budgets for City and Urban Renewal Agency and to review budget trends and make recommendations.

- **Development Review Board (DRB)**, whose 10 members are appointed to one of two panels by the City Council, acts in a quasi-judicial capacity in reviewing land-use and development applications on an as-needed basis. A City Councilor acts as a liaison between the Board and Council. Staff and Director of the Planning Division of the Community Development Department provide support to the DRB.
- **Library Board**, whose five members are appointed by the City Council, supports and assists the Library Director in all areas of library planning, and advises the City of budgetary and policy considerations relating to the Library's operation and development. A City Councilor acts as a liaison between the Board and Council. Staff and Director of the Library provide support to the board, which meets monthly.
- **Parks & Recreation Advisory Board**, whose seven members are appointed by the City Council, recommends policy, programs and plans for the present and future park and recreational needs of the residents of Wilsonville and acts as a channel of communication between the public and City. A City Councilor acts as a liaison between the Board and Council. Staff and Director of Community Services Department provide support to the board, which meets quarterly and on an as-needed basis.
- **Planning Commission**, whose seven members are appointed by the City Council, reviews policies and makes recommendations to the City Council on legislative land-use and planning matters, zoning code amendments, master plans and Comprehensive Plan amendments.; . A City Councilor acts as a liaison between the Commission and Council. Staff and the Parks and Recreation Director provide primary support to the commission, which meets monthly.
  - **Committee for Citizen Involvement (CCI)**, whose seven members are the same individuals as the Planning Commission and are appointed by the City Council, assists the City Council in gathering information, sponsoring public meetings and/or evaluating proposals and special projects relating to land use and civic issues. By way of background, the CCI is a state requirement for local governments under Goal 1, Citizen Participation, of Oregon's Statewide Planning Goals & Guidelines; in 2000, as part of the adoption of the amendments to the Comprehensive Plan, the City Council designated the Planning Commission as the Committee for Citizen Involvement, which meets as needed. .
- **Wilsonville Community Seniors, Inc. (WCSI)**, an independent, not-for-profit organization that acts as the Community Center Advisory Commission, whose 11 members advise the City on matters effecting senior programs, services, and facilities. WCSI members are not appointed by the Mayor and City Council; rather they are elected by the participants in senior programs at the Community Center. WCSI, which was established in 2005 and meets monthly, operates out of the Community Center under a Memorandum of Understanding with the City. WCSI has a series of committees focused on specific programs and is supported by the staff and director of the Community Services Department.

## B. City Departments and Divisions

The City is composed of 10 departments, most of which have a number of divisions or programs that are responsible for major, specific operations in the City. Various departments/divisions are responsible for developing and implementing an assortment of programs and projects. Depending on the nature of a particular program or project, one or more departments or divisions maybe responsible for soliciting public input, relaying information to the public or providing a direct "retail" public service.

Following is a brief accounting of the primary departments' role in public communications, presented along the lines the City's organizational chart.



**Departments Headed by City Council-Appointed Officials**

- **Administration Department / Office of the City Manager**, is composed of five staff. Administration is responsible for overall coordination of City operations, programs and projects and working with City Council on agenda setting and other activities. Administration handles and responds directly to or routes to appropriate departments both general City inquiries and specific questions. Key staff for public communications include:
  - City Manager, as the appointed CEO of the municipal corporation by the City Council, speaks on behalf of the City and City Council. The City Manager is assisted by staff, including an Executive Assistant. The City Manager also serves as the Executive Director of the City’s Urban Renewal Agency.

- City Recorder produces City Council and Urban Renewal Agency meeting minutes, assists with public records requests, tracks resolutions and ordinances, maintains the City Code and conducts elections.
- Public & Government Affairs Director oversees general public communications efforts and specifically focuses on local, metro, state and federal governments matters.
- Community Relations Coordinator works with different departments on overall public communications, including print, video and online products, and tends to focus on community affairs.
- **Legal Department / Office of City Attorney**, is composed of three staff and periodic interns. The Legal Department is responsible for all legal matters, including negotiations, contracts, intergovernmental agreements, memoranda of understanding, lawsuits and other judicial matters. Legal communicates with attorneys representing private-sector developers and other government agencies, and other staff on a variety of specific legal or judicial inquiries. Key staff for public communications include:
  - City Attorney, as the appointed legal representative of the municipal corporation by the City Council, speaks on behalf of the City and City Council.
  - Assistant City Attorney works with the City Attorney on specific legal matters and speaks on behalf of the City and City Council.
- **Office of Municipal Court Judge**, a kind of City “Judicial Department,” is composed of two part-time presiding judges who receive logistical and administrative support from two staff and work closely with Finance Department staff. The Wilsonville Municipal Court is a limited jurisdiction court that rules on City traffic violations, parking citations and local ordinances.

### **Departments Headed by City Manager-Appointed Officials**

- **Community Development Department** composed of 29 staff, is a diverse department that manages private- and public sector land-use matters, commercial and residential development, administration of system development charges, and major public infrastructure projects throughout the city. Community Development tends to deal primarily with private-sector developers and businesses, public-sector contractors and other agencies, and the general public of the community, particularly on larger planning projects. Community Development is composed of various divisions, including:
  - **Administration Division** oversees overall coordination of the various divisions and oversight of major capital projects. Key staff for public communications include:
    - Community Development Director manages the department and budget and also functions as the City Engineer.
  - **Building Division**, is responsible for administering and enforcing the State building, plumbing, and mechanical specialty codes, and providing all fire/life safety plan review, permits and inspection services within the Wilsonville city limits. Building tends to deal with contractors, developers, architects, building managers, do-it-yourself remodelers. Key staff for public communications include:
    - Building Official manages the division and budget.
    - Plans Examiner and Permit Technician work with builders and others to examine construction plans and issue permits.
    - Inspectors examine completed building and plumbing work in new or remodeled buildings.
  - **Engineering Division**, provides planning, design, inspection, and project management for long-range capital, public improvement projects; plan reviews, permits and construction inspections

for privately financed residential, commercial, and industrial developments; and maintaining the City infrastructure records such as plats, partitions, easements, and construction record drawings. Engineering tends to deal with technicians and contractors of private- and public-sector developers, and with a variety of transportation-related agencies. Key staff for public communications include:

- City Engineer manages the division and budget. This role is filled by the Community Development Director.
- Capital Projects Engineering Manager manages the capital project program and oversees major public works projects.
- Development Engineering Manager oversees major private-sector development projects.
- o **Natural Resources Division**, focuses primarily on stormwater management planning, permitting, design, inspection and monitoring; erosion control; compliance with federal, state and local environmental requirements; wetland permitting and mitigation sites; natural areas management and restoration and public education and outreach. Natural Resources Division develops the NPDES MS4 Annual Report and deals with the general public, schools and nonprofit organizations, and developers and contractors on both private and public projects. Key staff for public communications include:
  - Natural Resources Program Manager manages the program and budget.
  - Stormwater Management Coordinator interacts with contractors on construction sites and responds to citizen inquiries.
- o **Planning Division**, works with the public, stakeholders and City leaders to determine the kind of community that they want Wilsonville to be. Major areas of responsibility include current planning activities such as review of development applications, issuing permits for development, signs, tree removal, conditional use, temporary use and land divisions; long-range planning projects such as Comprehensive Plan and Development Code amendments, master planning, transportation planning and meeting Metro and State requirements; and code enforcement of City codes.

Planning, in conjunction with other departments and divisions, also provides primary support to several key appointed leadership bodies, including:

- Planning Commission
- Committee for Citizen Involvement (CCI)
- Development Review Board (DRB)

Key staff for public communications include:

- Planning Director manages the division and budget.
- Manager of Current Planning works with developers, contractors, do-it-yourself homeowners and others.
- Long Range Planning Manager works with citizens, the Planning Commission and City Council on long range plans, concept plans, master plans and special projects.
- Associate Planners handle specific development related projects and deal with citizens, consultants, developers and contractors.
- Assistant Planner/Code Enforcement works with business owners, home owners and contractors who have development related questions as well as public complaints regarding potential City code violations.

- **Economic Development Division**, oversees the City’s economic development, urban renewal, and real estate activities. Economic Development activities include business retention and recruitment efforts and involve communication with City Council, businesses, state and regional partners, and internal staff coordination. Urban renewal activities include day-to-day administration of the City’s two urban renewal areas and three Tax Increment Finance Zones. Staff works with developers, businesses, City Council, the Urban Renewal Agency Board, the Planning Commission, task forces, affected taxing districts, and other City divisions and departments including Planning, Engineering, Parks and Recreation, and Public Works on urban renewal plan creation, amendment, and implementation activities. Real Estate activities consist of property acquisition in support of capital projects and the administration of private development real estate activities. Staff communicates with developers, consultants, the City’s Legal Department, and divisions within the Community Development Department. Key staff for public communications include:
  - Economic Development Manager manages the division and budget.
  - Real Property Specialist works with real-estate brokers, appraisers and others on property and rights-of-way acquisition.
- **Parks and Recreation Department**, oversees and organizes a wide variety of programs and community events, while providing senior services and volunteer opportunities. The Parks and Recreation Department also maintains all City parks and is responsible for the planning and development of current and future park and recreational facilities. The department oversees use and rentals of the City’s park facilities, Community Center, ballfields and community gardens. Parks and Recreation produces and distributes the tri-annual Wilsonville Activity Guide including activities and events of the Parks and Recreation, Library, SMART and Natural Resources Departments. Parks and Recreation, along with Library and Transit, have some of the most extensive public contact of any City department due in large part to the “retail” and direct public-service nature of the operation.

Staff of Parks and Recreation provides support to two City boards:

  - Wilsonville Community Seniors, Inc.
  - Parks & Recreation Advisory Board

Key staff for public communications include:

  - Parks and Recreation Director manages the department and budget.
  - Parks Maintenance Staff provide in the field customer service.
  - Recreation Program Manager organizes and promotes programs and services and manages the Community Center
  - Recreation Coordinator organizes and promotes community and youth programs and activities and maintains social media systems (e.g., Facebook, web, etc.).
  - Information & Referral Specialist provides direct assistance to at-risk seniors seeking information or referrals to service-providers.
  - Fitness Specialist works with clients on health and fitness.
  - Nutrition Program Coordinators oversee and coordinate senior meal programs and related services.
  - Administration staff provides direct customer service via front desk registration, reservation procedures and maintain social media systems (e.g., Facebook, web, etc.).
- **Finance Department**, composed of 15 staff, is responsible for all elements of City’s financial matters, including accounting, accounts receivable and payable, budgeting, debt management,

financial forecasting and reporting, and issuing and collecting fees for business licenses, City utility billings and municipal/traffic citations and fines. Finance has extensive contact with a wide variety of the public, including City leaders, bond-rating agency managers, external auditors, residential and business utility rate-payers, private-sector employers with payroll, and defendants appearing in municipal court.

Finance, in conjunction with other departments and divisions, also provides primary support to several key appointed leadership bodies, including:

- o Municipal Court
- o Budget Committee
- o Urban Renewal Agency Board

Key staff for public communications include:

- o Finance Director, who acts as the municipal corporation's CFO, manages the department and budget.
- o Assistant Finance Director works with Director to manage the department and budget.
- o Payroll Accounting Specialist, who oversees payroll tax and business license collections.
- o Accounting Technician who processes accounts payable.
- o Utility Billing Specialist and Accounting Technician who oversee City utility billings.
- o Court Clerks who assist the Municipal Court judges and defendants paying fines.

Finance also oversees information systems-related functions that provide support to Finance and other departments:

- o **Information Services Division**, composed of three staff, provides computer application and networking support to all City personnel, including external website and internal intranet maintenance. While not having extensive, direct public communications contact, Information Services works with staff of Administration, Community Development, Community Services, and Transit Departments to help post events, news and other content to the City's public website.
  - **Geographic Information Services (GIS) Section**, composed of one staff, provides highly technical support for utility telemetry surveys and WilsonvilleMaps.com, a public website that has extensive mapping databases, map libraries and MapOptix, a sophisticated application that maps City and other utilities infrastructure.

- **Human Resources Department**, composed of three staff, provides centralized personnel support for all city departments, including services for labor relations, compensation, classification, recruitment, employee development, and risk management. Human Resources includes a Human Resources Manager and a Human Resources Assistant. Key staff for public communications include:

- o Assistant City Manager is responsible for the Human Resources and Risk Management functions of the City and oversees the Library, Parks and Recreation departments. This position also administers the contract with Clackamas County Sheriff's Office (CCSO) to provide police services.
- o Human Resources Manager is responsible for including employee recruitment and retention issues, benefits and compensation administration, employee development, and worker's compensation.

- **Library**, composed of 25 staff, operates the Wilsonville Public Library. The Library provides the community with access to a wide range of books and other physical items, a growing online collection, and use of computers for Internet research and doing work. Library staff respond to thousands of reference inquiries each year, and create educational programs for children and adults.

The Library has extensive contact with the community and general public, with a primary emphasis on children, youth and adult programming and other service promotion. Library staff provide support for the Library Board. The Library, along with Community Services and Transit departments, has some of the most extensive public contact of any City department due in large part to the “retail” nature of the operation.

The key staff for public communications include:

- Library Director manages the department and budget.
- Library Program Coordinator
- Adult Services Librarian
- Youth Services Librarian
- Library Volunteer Coordinator

· **Public Safety Operations / Emergency Services**

- **Clackamas County Sheriff’s Office, doing business as Wilsonville Police.** The City contracts with the Clackamas County Sheriff’s Office to provide law enforcement services as the “Wilsonville Police Department” under the supervision of the Assistant City Manager. Composed of 16 police officers and two sergeants. The department is managed by the Chief of Police. The Wilsonville Police Department has adopted a “community policing model” that provides many opportunities for officers to mingle and mix with residents and visitors at many community events. The City also helps to fund a “School Resource Officer” who works local schools of the West Linn-Wilsonville School District on youth crime-prevention and other issues. The Sheriff’s Office/Wilsonville Police has extensive contact with members of the public in terms of traffic encounters and other law enforcement matters.

Key staff for public communications include:

- Chief of Police who manages the department.
- Police Officers and Sergeants
- School Resource Officer provides support services to local schools for law-enforcement education and intervention.

- **Tualatin Valley Fire & Rescue (TVF&R) District** is a regional, Washington County-based emergency-services provider with its own tax-base that provides emergency and fire-protection services. TVF&R Station 52 at 29875 SW Kinsman Road and Station 56 at 8445 SW Elligsen Road.

TVF&R has extensive contact with members of the public through attendance of City functions and major community events, as well as through providing emergency services. TVFR operates a number of public-outreach programs, including SKID (Stop Kids Intoxicated Driving), residential smoke alarm program, apartment landlord program, and juvenile fire-setter intervention.

Key staff for public communications include:

- Fire Chief, who manages TVF&R
- Station Captains
- Community Liaisons
- Public Information Officers (PIOs)

- **Public Works Department**, composed of 24 regular full-time staff and seasonal workers, is responsible for maintenance of the City’s streets, streetlights, water, sewer, and stormwater systems,

administering the industrial pretreatment program, as well as managing the operation of the Willamette River Water Treatment and Wastewater Treatment Plants. Public Works maintains all public buildings and the City's popular water features in Town Center Park and Murase Plaza. Development, implementation and coordination of the City's Emergency Management Program also is under the authority of the department.

Public Works has extensive and often casual contact with the public during the course of maintaining the water utilities, streets — all high-profile public resources used by residents. Because of the extensive exposure of Public Works staff to the public, some observers suggest that residents may judge the quality of municipal government based on the activities of Public Works.

Public Works supervises contractors Veolia Water, which operates the Willamette River Water Treatment Plant, and CH2M Hill, which operates the Wastewater Treatment Plant.

Key staff for public communications include:

- Public Works Director manages the department and budget along with the Emergency Management Program.
- Public Works Supervisors oversee day-to-day operations of facilities, infrastructure and utilities.
- Industrial Pretreatment Coordinator works with representatives of larger industrial businesses that generate effluent.

• **Transit Department, doing business as SMART – South Metro Area Regional Transit,**

composed of 42 staff, operates an urban-area public-transit system with service in Wilsonville and to other cities, including Canby, Salem, Tualatin, and Portland. In addition to operating seven fixed bus-routes and curb-to-curb Dial-a-Ride service for the elderly and disabled, SMART manages commuter and residential outreach and educational SMART Options programs to decrease drive alone trips and promote transit, carpooling, walking and bicycling in and around Wilsonville. SMART provides buses for special events and pre-scheduled senior lunches, shopping, and other community trips. SMART coordinates schedules with Tri-Met for Westside Express Service (WES) Commuter Rail, and other regional transportation programs. SMART also shares the operation of the 1X Salem route with Salem-Keiser Transit (Cherriots).

SMART staff have extensive contact with members of the general public, including schools through rider interaction, educational programs, and with businesses, especially larger employers with 100 or more employees who by state law are to have a DEQ approved Employee Commute Options (ECO) plan. SMART staff regularly interacts with officials from Metro, ODOT, other transit agencies, city and county jurisdictions and the Federal Transit Administration (FTA). Transit, along with the Library and Community Services, has some of the most extensive public contact of any City department due in large part to the “retail” and direct public-service nature of the operation.

SMART maintains a separate website from the City and produces newsletters, articles and social media communication for the public on a daily basis.

Key staff for public communications includes:

- o SMART Transit Director manages the department and budgets
- o Operations Manager manages operations, purchasing, and related reporting.
- o SMART Options Program Manager manages programs and grants.
- o Bike/Ped Coordinator facilitates the Bicycle and Pedestrian Task Force made up of citizen volunteers.
- o Outreach Coordinator promotes programs, and special events.
- o Bus Drivers and Customer Service/Dispatchers communicate daily with SMART riders.

Additionally, housed under the Transit Department is the Fleet Services Division.

- **Fleet Services Division**, composed of seven staff, manages repair and maintenance of all City-owned vehicles and equipment. In addition to repair and maintenance, Fleet Services staff coordinates and executes vehicle and equipment acquisition and disposal. The department consists of one manager, four mechanics, and two employees responsible for daily cleaning and fueling of transit buses. “Retail” Departments

A distinguishing characteristic of various departments and divisions is the degree to which they have a public “retail-transaction” and direct public-service orientation. That is, some departments have a greater degree of direct or ‘face-time’ involvement with the general public in transacting business or providing a public service. These ‘retail and service’ departments tend to fluctuate more frequently based on public customer preferences. The primary “retail and service” departments are Parks and Recreation, Library and Transit.

## 4. Audiences for City Communications

City communications are targeted to different audiences depending on the nature of the issue.

### A. Internal Audiences

Audiences within City government that are responsible for conducting public business include:

- Mayor and City Council members
- Members of city boards, commissions and committees:
  - Budget Committee
  - Development Review Board
  - Library Board
  - Parks & Recreation Advisory Board
  - Planning Commission / Committee for Citizen Involvement (CCI)
  - Wilsonville Community Seniors, Inc.
  - Urban Renewal Agency Board
  - Tourism Promotion Committee
- City employees and families

### B. External Audiences

Most City communications are oriented towards the public audience outside of city government, including:

#### ■ Residents

Wilsonville has approximately 21,980 residents. Residents are segmented into groupings that tend to have different interests and venues or preferences for communications:

- **Families** (59% of city population is comprised of family households; 28% of households are families with children under the age of 18)
- **Youth/children** (22% of city population is under 18 years of age)
- **Seniors** (13% % of city population is over 65 years of age)
- **Population** whose primary language is not English
- **Home owners' associations** (HOAs), Charbonneau Country Club, Morey's Landing, Meadows, etc.

#### ■ Businesses/Employers

This audience is comprised of both primarily businesses currently in Wilsonville, as well as businesses that may locate here:

- **Small businesses** principally composed of retail and service firms
- **Major employers** are primarily manufacturing and wholesale-distribution companies, with a few larger commercial retail outlets.

- **Employees**, especially a majority of whom commute from other locations to jobs in Wilsonville; larger employers (over 100 FTE) are required by state law to have an Employee Commute Options (ECO) Plan that the Planning and Transit departments assist with.

### ■ Civic Organizations

- **Business associations:** Clackamas County Business Alliance (CCBA), Greater Portland, Inc. (former Portland-Vancouver Regional Council Partners for Economic Development), Oregon Economic Development Assn. (OEDA), Westside Economic Alliance (WEA), Wilsonville Chamber of Commerce, Workforce Investment Council of Clackamas County (WICCO)
- **Charitable organizations:** American Cancer Society, Arts and Culture Alliance of Wilsonville, Fun In The Park, Wilsonville Arts & Culture Council and Wilsonville-Boones Ferry Historical Society
- **Service clubs:** Al Kader Shriners, Charbonneau Lions Club, Friends of the Wilsonville Center, Kiwanis Club of Wilsonville, Rotary Club of Wilsonville, Wilsonville Lions Club, Wilsonville Community Seniors, Inc. Scoops (Wood Middle School), Wilsonville Garden Club, Boy Scouts,
- **Social clubs:** MOMS Club® of Wilsonville, Moose Lodge #1598
- **Social-service agencies:** Clackamas Women’s Services, Wilsonville Community Sharing

### ■ Media

- **Local media**, principally the *Wilsonville Spokesman*; *Charbonneau Villager*, *Homeowners Newsletters*; *Senior/WCSI Gazette*.
- **Regional media:**
  - **Newspapers:**
    - General circulation: *The Oregonian*, *Portland Tribune*
    - Business publications: *Portland Business Journal*, *Portland Daily Journal of Commerce*, *Oregon Business Magazine*
    - Specialty publications: *Northwest Senior & Boomer News*, *Portland Monthly Magazine*, *Willamette Week*
  - **TV:** KGW TV 8 (NBC), KOIN 6 (CBS), KOPB 10 (PBS), KPDX 49 (MyTV), KPTV 12 (Fox), KRCW 32 (CW)
  - **Radio:** KEX AM 1190, KOPB FM 91.5 (OPB)

### ■ Governments

- **Cities:** primarily the cities of Tualatin, Sherwood and West Linn; also the cities of Aurora, Canby, Oregon City, Portland and others in the metropolitan region and North Willamette Valley, including the French Prairie Forum local-governments working group
- **Counties:** primarily Clackamas and Washington counties; also Marion, Multnomah and Yamhill counties
- **County coordinating committees:** Clackamas and Washington county coordinating committees
- **School districts:** West Linn Wilsonville School District; Canby School District
- **Public schools:** Wilsonville High School, Arts & Technology High School, Wood Middle School, Boeckman Creek Primary, Boones Ferry Primary and Lowrie Primary,
- **Special districts that the City contracts** or works with to provide public services, including:

- Tualatin Valley Fire & Rescue (TVF&R)
- Tri-Met (Tri-County Metropolitan Transit District)
- Tualatin Valley Water District
- **Regional — Metro** (Metropolitan Service District, designated Portland Metropolitan Planning Organization (MPO)):
  - Metro Council
  - JPACT (Joint Policy Advisory Committee on Transportation)
    - TPAC (Transportation Policy Alternatives Committee)
      - Regional Freight Advisory subcommittee
      - Regional Travel Options (RTO) subcommittee
  - MPAC (Metropolitan Policy Advisory Committee)
    - MTAC (Metro Technical Advisory Committee)
- **Oregon State:**
  - Executive Agencies, including primarily:
    - Office of the Governor
    - Oregon Transportation Commission (OTC), Oregon Dept. of Transportation (ODOT)
    - Land Conservation and Development Commission (LCDC), Oregon Dept. of Land Conservation and Development (DLCD)
  - Legislative:
    - Office of State Senators of Districts 13 and 20
    - Offices of Representatives of House Districts 26 and 39
- **U.S. Federal:**
  - Executive Agencies, including primarily:
    - Federal Highway Administration (FHWA), US Dept. of Transportation
    - Federal Transit Administration (FTA), US Dept. of Transportation
    - US Army Corps of Engineers
  - Legislative:
    - Offices of US Senators from Oregon
    - Office of US Representative Congressional Districts One and Five

#### ■ **City Contractors/Service-Providers**

- **Businesses that contract with City** to provide public services, including:
  - Republic Services (formerly Allied) for franchised waste-collection/recycling services
  - CH2M Hill for Wastewater Treatment Plant operations and reconstruction
  - Veolia Water North America for Willamette River Water Treatment Plant operations
  - Telecommunications utility-franchise providers, including Comcast, Frontier Communications, NW Natural, PGE, Verizon and others

- Clackamas County Sheriff's Office (CCSO)

■ **Other consultants that the City contracts with periodically for special projects Visitors**

- Business travelers, principally during the work-week
- Leisure tourists, mainly on weekends, and to some degree summer weeks

■ **Governmental Associations/Organizations**

- Clackamas Cities Assn. (CCA)
- League of Oregon Cities (LOC)
- Oregon Mayors Assn. (OMA)
- Oregon Association of Municipal Recordors (OAMR)
- Oregon City Attorneys Association
- Oregon City/County Management Association
- French Prairie Forum Local Governments Work Group
- Regional Water Providers Consortium

## 5. Communication Channels

The City has various communication “channels” through different media to utilize and methods of disseminating information to the public and receiving public feedback.

### A. City-Produced Communications

These are tools the City has control over and regularly utilizes to provide information to the public and to solicit feedback. A more detailed enumeration of specific communications tools follows in this plan.

#### ■ City publications:

- “Regular” or periodic publications that are produced routinely, such as the *Boones Ferry Messenger* newsletter, City Council Meeting packets and City Manager Updates.
- “Irregular” or specially produced publications such as flyers promoting an event and select brochures that have a longer shelf-life such as “How to Testify Before the City Council.”

#### ■ Web/Online media:

- The City-hosts five main websites that serves as the primary internet medium for City communications. These five websites include:
  - [www.ci.Wilsonville.or.us](http://www.ci.Wilsonville.or.us)
  - [www.WilsonvilleLibrary.org](http://www.WilsonvilleLibrary.org)
  - [www.RideSmart.com](http://www.RideSmart.com)
  - [www.WilsonvilleParksandRec.com](http://www.WilsonvilleParksandRec.com)
  - [www.WilsonvilleEcDev.com](http://www.WilsonvilleEcDev.com)
- The City’s websites have a Notify Me® service that allows web visitors to sign up to get instant alerts on news, events and notifications which cover a variety of subjects including:
  - Boones Ferry Messenger (202)
  - Building Division News(249)
  - General News (255)
  - Public Hearing Notices (177)
  - Public Works News (231)
  - Budget Committee (169)
  - Calendar (198)
  - City Council Meetings (172)
  - Development Review Board (177)
  - Frog Pond Area Plan (141)
  - Library Board (121)
  - Municipal/Traffic Court (1)
  - Parks & Recreation Board (80)
  - Planning Commission (191)
  - Urban Renewal Agency (172)

- Wilsonville Community Seniors, Inc.(5)
- Various City departments have also developed other websites that address City programs and information. Currently these websites include:
  - [www.WilsonvilleConnectivity.com](http://www.WilsonvilleConnectivity.com)
  - [www.WilsonvilleWWTP.com](http://www.WilsonvilleWWTP.com)
- Public comment/request form that feeds into the Citizen Request Module (CRM), which directs comments and requests to specific staff for action and or a response, and tracks status and fulfillment of the request.
- Social media such as Facebook and Twitter.

■ **Video: TV, streaming web content:**

- Wilsonville Website Video-on-Demand
- Wilsonville Website Live-Streaming Video
- Wilsonville Government Channel (WGC TV) 30/32

■ **Media Advisories:**

- Media Releases
- Public Service Announcements (PSA)
- News Media Press Kits

■ **Events:**

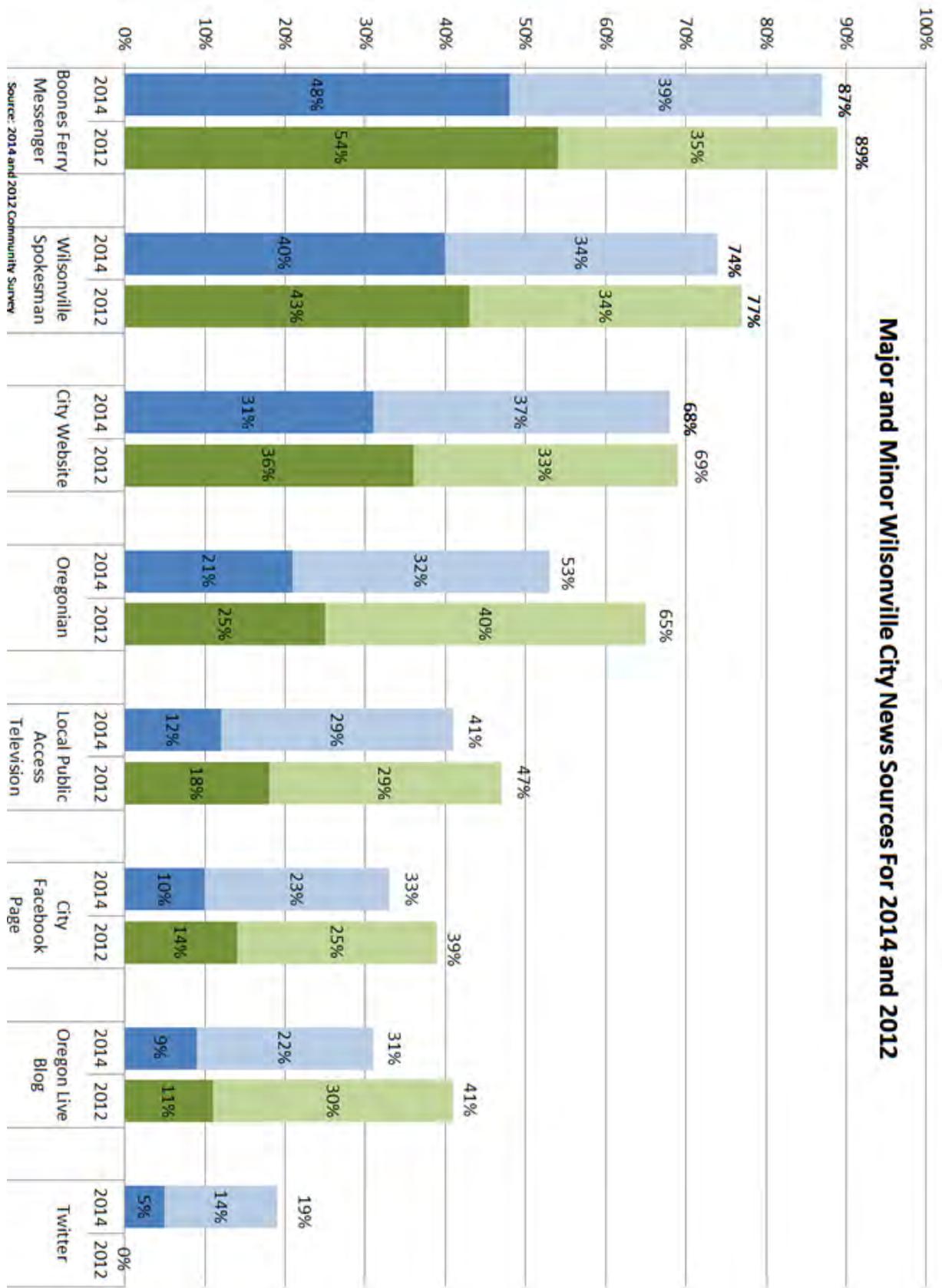
- City-hosted public meetings
- Project celebrations/ribbon-cuttings/ground-breakings
- Neighborhood BBQs

## **B. Externally-Produced Communications**

A significant component of the City’s communications with the public is propagated via other parties often not directly affiliated with the City, including media outlets such as newspapers and TV, and organizations such as the chamber of commerce and civic associations. The City recognizes that providing information to media and responding to their inquiries in a timely manner helps facilitate communications and public participation in local government.

## **C. Community Survey Results**

The 2012 and 2014 Community Survey conducted by the City asked community members “Please indicate whether each of the following is a major, minor, or not a source of information regarding Wilsonville City Government.” The results from the survey are shown on the following page indicate the most important news source for community members is the Boones Ferry Messenger with 87% of the respondents indicating it is either a major or minor news source. The Wilsonville Spokesman is the second most popular news source with 74% of the respondents indicating it is a major or minor news source.



## 6. Communication Tools for External Audiences

### A. Publications

#### ■ *The Boones Ferry Messenger* newsletter

**Description:** Monthly full-color tabloid of four to eight pages in length produced every month except for in August.

**Objective:** To provide information from the Mayor, Council and city departments to the residents of Wilsonville. The *Boones Ferry Messenger* is the City's primary communications vehicle that is mailed to approximately 12,500 residents and businesses and is also posted online as a PDF file. Additional copies are also placed at various locations throughout Wilsonville.

*The Boones Ferry Messenger* contains 'standing' content that provides information on specific City programs, including pages dedicated to Parks and Recreation, Library and SMART Transit. It also features a monthly Mayor's Message, Chief's Corner, Reports from Boards and Commissions, Volunteer Spotlight and the City Calendar. On a quarterly basis the newsletter includes an article called the Councilor's Corner which features information about one of the City Councilors on a rotating basis.

**Audience:** All Wilsonville residents with a 97070 zip code.

#### ■ *Wilsonville Activity Guide* publication

**Description:** Quarterly 8.5 x 11 thirty-page booklet in two spot colors.

**Objective:** To provide information community programs, special events and park and facility rental opportunities.

**Audience:** Mailed to all Wilsonville households.

#### ■ *Annual Report for our Community (August)*

**Description:** Annual 8.5 x 11 twelve-page booklet in full color.

**Objective:** To provide residents and business owners an annual update on the City Council goals, program highlights, city financials, program updates from Library, Parks and Recreation, and SMART transit, as well as community development project updates, and information about the City's various Boards and Commissions.

**Audience:** All Wilsonville residents with a 97070 zip code. Audience: All Wilsonville residents and businesses within the 97070 zip code.

#### ■ *Center Gazette* newsletter

**Description:** Monthly 8.5 x 11 ten-page front and back stapled publication in black and white produced by Wilsonville Community Seniors.

**Objective:** To provide information about programs, activities, meals and other events at the Wilsonville Community Center.

**Audience:** Mailed to 226 households in Wilsonville.

#### ■ *City Water Bill Inserts*

**Description:** – The City includes inserts with monthly water bill statements to inform residents about upcoming issues. This is a cost effective way to inform residents about water rate changes, sewer and wastewater issues, upcoming city events and programs, and other city services.

**Objective:** Use this cost effective way to inform residents about issues, projects, and events. The Public Affairs Coordinator will coordinate and, when necessary originate materials.

**Audience:** Wilsonville water bill recipients.

#### ■ Annual Water Quality Report (July 1)

**Description:** Annual 8.5 x 11 four-page booklet in full color.

**Objective:** To provide residents and business owners an annual update on the City's water-quality and testing results for the Willamette River Water Treatment Plant.

**Audience:** Local water customers and other interested in Wilsonville's water quality.

#### ■ Community Survey Results

**Description:** – The City produced a report electronically and in print about the 2014 Community Survey results. The survey was conducted in the spring of 2014 and the results report was released in the fall of 2014.

**Objective:** To share community survey results with the residents and identify areas of strength and growth opportunities for the City's delivery of services and for the improved resident satisfaction.

**Audience:** All Wilsonville residents and business owners within the 97070 zip code.

#### ■ Brochures

**Description:** A variety of brochures are created in-house, including Wilsonville Parks, A Historic Tour of Wilsonville and more. These are placed in display racks at City Hall, Community Center, Library and other locations as appropriate. They are mailed in response to inquiries and used as a resource by front-line staff.

**Objective:** To provide brief easy-to-understand information about city services and programs. Produce brochures with a consistent city look.

**Audience:** Wilsonville and region wide residents.

#### ■ Assorted Specialty Printed Materials: Flyers, Post Cards, Door-Hangers, Transit Schedules

**Description:** Flyers, door hangers, postcards, maps, etc. are created as needed to provide information about city program and issues. Specific event post cards and mailers are distributed to targeted audiences about specific event or activity.

**Objective:** Support other communication tools with printed materials for targeted audiences.

**Audience:** Various targeted audiences depending on the message.

#### ■ Other Annual Reports and Budget Documents

**Description:** Various annual reports are produced by city, including budget documents, capital improvement program, annual financial report and annual drinking water report.

**Objective:** Provide important City business and information to the public.

**Audience:** The general public and various targeted audiences depending on the content.

### ■ **Monthly City Manager Reports**

**Description:** The City Manager produces a monthly report that compiles reports from various departments that shows projects and programs under way and reports on various metrics such as the number of housing permits issued and number of citations issued.

**Objective:** Provide the City Council, boards and commissions, city departments and the general public with comprehensive, detailed data on city operations and services.

**Audience:** City Council, boards and commissions, city departments and the general public.

### ■ **Legal/Public Notices; Display Advertisements**

**Description:** The City regularly places legal/public notices in commercial newspaper/online publications to advertise public-input opportunities, requests for proposals, public-contracting solicitations, etc. The City also occasionally places display advertisements in local newspapers.

**Objective:** To promote city programs and upcoming public meetings and to solicit competitive bids.

**Audience:** Wilsonville residents.

## **B. Internet/Online**

### ■ **Web Site: *www.ci.Wilsonville.or.us***

**Description:** Comprehensive web site using online content management system that allows staff to post information to the numerous pages on the site without use of HTML coding. The site contains news items, department listings, calendar of city meetings and events, agendas and minutes for all Commissions, Committees and Council. The website offers easy access to city programs, services, documents and more. Viewers can request that news items agendas, calendar postings etc. be automatically e-mailed when posted.

The website includes Citizen Request Module where residents can ask city employees specific questions and receive a timely response.

**Objective:** To provide community members “one-stop” access to city information .

**Audience:** Anyone with access to the Internet.

### ■ **Economic Development Web Site: *www.WilsonvilleEcDev.com***

**Description:** A web site designed specifically for the Wilsonville business community, those thinking of starting a business in Wilsonville, or those looking at relocating their business to Wilsonville. This site contains internal and external resources for businesses, as well as demographic information and access to City services such as building and planning

**Objective:** To provide easy to access information for the business community

**Audience:** Anyone with access to the Internet.

### ■ **Parks and Recreation Web Site: *www.WilsonvilleParksandRec.com***

**Description:** A website designed specifically to promote the programs and services offered by the City’s Parks and Recreation Department.

**Objective:** To provide easy access to information about the City’s Parks and Recreation programs and services.

**Audience:** Community members in Wilsonville.

■ **Wilsonville Public Library Web Site: [www.WilsonvilleLibrary.org](http://www.WilsonvilleLibrary.org)**

**Description:** A website designed specifically to promote the programs and services offered by the Wilsonville Public Library.

**Objective:** To provide easy access to information about the library’s programs and services.

**Audience:** Community members in the Library’s service area.

■ **City News and Calendar Alerts: E-News/Notify Me**

**Description:** An online service that allows interested persons sign up to get e-news and calendar alerts from the City of Wilsonville. As soon as an item is posted it may be shared with subscribers electronically and instantly.

**Objective:** Provides the public the means to remain informed about the news and events that are issued and planned by the City.

**Audience:** Typically city residents, businesses and the media.

■ **Ask the City! – Citizen Request Module (CRM)**

**Description:** An online web-form for the public to ask questions of and provide feedback to the city. The Citizen Request Module, also known as a Customer Relations Management tool, provides a database for logging-in public comments and questions that need follow-up and tracking the course of the city’s response to the public comment or question.

**Objective:** To provide the public the ability to submit questions or items for response and to ensure that these inquiries are not ‘lost’ and are responded to in a prompt manner.

**Audience:** Typically city residents and businesses.

■ **Social Media**

**Description:** Social media tools such as Facebook, Twitter and other new social media tools are new, more instant methods of reaching the residents of Wilsonville.

**Objective:** Produced a city Facebook page that is used to advertise upcoming city events such as neighborhood BBQs, Movies in the Park, project open houses, etc.

**Audience:** Wilsonville residents and anyone else who becomes a friend on the site

**C. Video: TV, Streaming Web Content**

■ **Wilsonville Website Video-on-Demand**

**Description:** City Council meetings and other video presentations currently airing on Wilsonville Government Channel are available on line using video on demand service. The City’s YouTube page links back to the City’s online “video vault” that provides a variety of video presentations.

**Objective:** Reach a larger audience by providing City Council meetings and other video presentations on the city website.

**Audience:** All visitors to the City of Wilsonville website.

■ **Wilsonville Website Live-Streaming Video**

**Description:** City Council meetings and other video presentations currently airing on our government channel are available online 24 hours a day/7 days a week via live streaming. The live streaming

component provides City Council meetings and City of Wilsonville video presentations to a larger audience via the World Wide Web.

**Objective:** This service reaches a larger audience, including a majority of city employees that do not live in the city, by providing City Council meetings and other video presentations on the city's website.

**Audience:** All visitors to the City of Wilsonville website.

#### ■ **Wilsonville Government Channel (WGC TV) 30/32**

**Description:** Public access television with live broadcasts of all City Council meetings. Broadcasts are replayed numerous times over the next two weeks until the next meeting. City Council meetings and many locally produced programs can be seen on our Government Channel.

**Objective:** Use public access television to provide information about city issues, programs, events and other news to the community.

**Audience:** Wilsonville Government Channel 30/32 television viewers.

#### ■ **YouTube.com/CityofWilsonville**

**Description:** The City has a YouTube channel that currently has 32 different videos posted that cover a variety of topics.

**Objective:** To provide community members informative videos on topics that pertain to them and to promote Wilsonville to potential new residents and businesses who are considering relocating.

**Audience:** Local community members and others interested in learning more about Wilsonville.

### **D. Media Advisories**

#### ■ **News Releases**

**Description:** A prepared news or publicity item about City of Wilsonville business. News releases should be timely and relevant and contain the facts of the information. The release should include basic information: who, what, where, when, why and how.

**Objectives:** To provide the local media timely, accurate, and useful news about the City of Wilsonville on a regular basis. Releases are emailed to the local media and distributed to regional media via FlashNews.Net.

**Audience:** Local and regional media.

#### ■ **Public Service Announcements (PSA)**

**Description:** 30-second ad spots that air randomly on Channel 30 Government Channel.

**Objective:** To call attention to City programs and upcoming public meetings.

**Audience:** Wilsonville Government Channel 30 Television viewers.

#### ■ **News Media Press Kits**

**Description:** Provide Press Kits to media for specific city projects, events and issues that includes:

**Cover letter** - one page that explains why the City of Wilsonville is sending a press kit.

**City information** - includes the information that is most relevant and up-to-date, as well as concise material about the city's history and key leadership. This information can include brochures, fact sheets, or other materials.

**Services material** - include material about the services the city provides the residents of Wilsonville.

**Press releases and publicity clips** - include copies of any media stories that have been done on the City of Wilsonville and our services.

**Financial information** - include a basic financial statement.

**Objectives:** To provide more information for media outlets to help them better tell our story to Wilsonville and metro area residents.

**Audience:** Local and regional media.

## **E. Events**

### **■ City-hosted Public Meetings**

**Description:** In addition to the regularly scheduled City Council, Planning Commission/Committee for Citizen Involvement and other board meetings, which always provide an open opportunity for public comment, other public meetings targeted towards specific issues are also held as needed.

**Objective:** To present the community with an opportunity to express opinions, ask questions and give input on specific city issues.

**Audience:** Wilsonville residents or specific targeted group.

### **■ Project Celebrations/Ribbon-cuttings/Ground-breakings**

**Description:** Scheduled events to highlight successful completion of a project or introduce a new project or expansion of an existing facility.

**Objective:** To invite the community and share with Wilsonville residents the successful completion of a project or inform them about an upcoming project.

**Audience:** Wilsonville residents or specific targeted group.

### **■ Neighborhood BBQs**

**Description:** Each summer, the City hosts two - three neighborhood barbeques that rotate through different areas of the city.

**Objective:** Provide residents with an informal opportunity to meet City Council members and City staff, learn about City programs and services, and provide feedback to City officials.

**Audience:** Residents of the neighborhood.

### **■ Portable Table-top Display for Events**

**Description:** A three-panel, portable display that highlights various city services such as library and community services programs that can be used at Neighborhood BBQs and other events.

**Objective:** To set up at community events, businesses and other high-traffic locations where residents can gather information about programs and services that the city offers residents.

**Audience:** Library patrons and community members.

### **■ Talking Points for Public Presentations and Responding to Inquiries**

**Description:** Reference sheet provided to employees and Mayor and Council related to specific and often complicated issues with extensive background. Talking Points generally contain the basics: who, what, where, when, why and how of an issue and enable city officials to become familiar with an issue quickly and respond factually to questions from the public and media.

**Objective:** Talking points allow presenters and spokespeople to remain on topic and deliver a consistent message and to be better prepared for media interviews and potential challenging questions.

**Audience:** Both elected officials speaking at events and front-line staff, both internal and field personnel.

## **F. Business/Employer Calls**

### **■ Business Outreach**

**Description:** The City’s Economic Development division conducts outreach in the form of phone calls, emails, and site visits to the City’s business community to exchange information on City services and business needs, and to assist in business retention and expansion activities.

**Objective:** To develop relationships with the local businesses that will assist in keeping and growing local jobs.

**Audience:** Wilsonville businesses that are typically industrial.

### **■ Employer Outreach**

**Description:** The City’s SMART Transit division works with larger employers to promote the “SMART Options” program of transit commuting alternatives—public transit, carpooling, walking and bicycling—to single-occupancy vehicles. Funded primarily through Metro’s Regional Transit Options (RTO) program (based on federal Congestion Mitigation Air Quality surface-transportation act funds), the program underwrites outreach efforts to larger employers, especially those with over 100 employees at a worksite that under the DEQ Employee Commute Options (ECO) rule are required to provide transit commuting options to employees.

**Objective:** To provide employee commuting options to larger employers.

**Audience:** Large Wilsonville employers.

## **G. Other**

### **■ Emergency Communications**

**Description:** In the City’s emergency plan, public affairs staff as Public Information Officers as part of the Joint Information Center (JIC) and Emergency Operations Center (EOC) in helping inform the public on events occurring in and around the City.

**Objective:** Public affairs staff participate in on-site training exercises and participate in National Incident Management System (NIMS) training and emergency protocol as needed.

**Audience:** Wilsonville residents and businesses.

## 7. Public Notice Procedures

### A. Notification Process for Adopting Resolutions/Ordinances and Conducting Public Hearings/Open Houses

#### ■ Adoption of a Resolution

A draft resolution with any attachments and the staff report is sent to the City Attorney and City Manager for review. The draft is also sent to the Finance Director if the resolution deals with funds.

After the draft resolution is approved for form and legality, it is sent to the City Recorder for inclusion in the City Council packet

A resolution number is assigned by the City Recorder who ensures the attachments and/or exhibits are properly numbered and attached.

If the resolution deals with fees or a controversial matter, it will be noticed for public hearing in a publication of record, which traditionally has been the *Wilsonville Spokesman* to be published the week before the City Council meeting.

If the resolution deals with land use, it will be noticed in the *Wilsonville Spokesman* at least 10 days before the City Council public hearing.

The notice to the *Wilsonville Spokesman* must be sent by Thursday afternoon the week prior to publication.

The resolution and staff report are included in the City Council packet, and posted on the city's website with the packet the day after the packet is delivered to the City Council.

City Council packets are delivered a full week prior to the City Council meeting. Packet materials are due the day after the previous City Council meeting.

After City Council adopts the resolution, the City Recorder makes any changes by the City Council at the meeting, includes the results of the vote on the document, attaches all exhibits, and lets the Mayor know the document is ready for his signature. This is done the day after the City Council meeting.

After the resolution is signed, copies are made and distributed to the Library and Community Development; a copy is made for the law library, and for the staffer or department that asked that the matter be brought to City Council.

In an agreement is approved by the resolution, originals of the agreement are prepared and sent to the person/company the agreement is with for them to sign.

Only a resolution can repeal/rescind/amend a resolution.

The resolution is listed on the City Council meeting agenda in one of three places, Consent Agenda if it is a house keeping item; new business if there will be City Council discussion; or public hearing if it is set for hearing.

#### ■ Adoption of an Ordinance

Ordinances can deal with land use, or be legislative. Ordinances must be read twice as set out in the Wilsonville Code Chapter 2. To have first and second reading at one meeting, all City Council members must be present; otherwise the ordinance is read at two separate meetings.

The adoption process is the same for ordinances as resolutions steps 1-6.

Ordinances must be signed by the Mayor within 3 days of its adoption pursuant to Wilsonville Code. Ordinances typically take effect 30 days after their adoption; however, if there is an emergency clause they may take effect immediately; or on a specific date as specified in the body of the ordinance.

If the ordinance changes Wilsonville Code language, those changes are made to the Wilsonville Code and the revised chapter posted on line, and sent to staffers who maintain copies of the Wilsonville Code. Only an ordinance can repeal, or amend an ordinance.

### ■ Proclamations

Proclamations from the Mayor are a tool that helps call attention to a particular cause or concern. Often the proclamations will declare a day, week, or month to be named in honor of the cause or concern that is often tied to a larger state or nationwide campaign. For example April is “Volunteer Appreciation Month.”

## B. Planning Commission and DRB Notice Procedures

### ■ Planning Commission (PC) Public Hearing Notice (PHN) Procedures

Note: A Planning Commission “decision” is in the form of a recommendation to City Council.

#### Work Sessions

Legislative matters are usually presented to the Planning Commission in at least one work session prior to the matter coming before them in public hearing. Public Hearing Notices are mailed, published in the *Wilsonville Spokesman*, and posted in accordance to City and State Code. An “Interested People” list is compiled and maintained throughout the public review of a matter and these people are kept informed of the project’s progress. Agendas for the PC work sessions are sent out according to the Agenda portion of the Planning Commission Public Hearing Notice Procedures.

#### DLCD Notices

- **DLCD Notice of a Proposed Change to a Comprehensive Plan or Land Use Regulation:** Once a land use-related legislative matter, i.e. Comprehensive Plan or land use regulation amendments, is deemed ready for public hearing, notice is mailed to the Department of Land Conservation and Development (DLCD) 35 days prior to the first evidentiary (Planning Commission) hearing. Note: Prior to January 1, 2012 this was 45 days prior to the first evidentiary hearing. [ORS 197.610, OAR 660-018-000]
- **DLCD Notice of Adopted Change to a Comprehensive Plan or Land Use Regulation:** A DLCD Notice of Decision is to be submitted no later than 20 days after the ordinance(s) implementing the change has been signed by the public official designated by the jurisdiction to sign the approved ordinance(s). [ORS 197.615 and OAR 660-018-0040]

#### Public Hearing Notices for Legislative Hearings

Where applicable, the Planning Director shall have notices of legislative hearings mailed to individual property owners as specified in State Law.

- If the matter under consideration is an amendment to Comprehensive Plan or a land use regulation that may cause property to be rezoned in order to comply with the amendment, a special notice is to be mailed out at least 20 days and not more than 40 days before the hearing with language in bold text at the top face page of the notice that states, “This is to notify you that the City of Wilsonville has proposed a land use regulation that may affect the permissible uses of your property and other properties.” [ORS 227.186] This notice is mailed to property owners of the entire city or a large area of affected property owners. This type of notice is commonly called a “Ballot 56 Notice”. Other than what is specified per ORS 227.186, the mailing/emailing/posting of the Public Hearing Notice follows the procedures listed below.
- Public Hearing Notices shall contain a brief description of the proposal, the time and place that the PC will consider the submitted documents, and the nature of the proposal, as well as other matters

required by law. Failure to advertise as specified in this Section shall not invalidate any decisions or proceedings of the City if a good faith attempt was made to comply with the notice requirements of this Code. [Section 4.012(B)]

- As the Planning Commission “decision” is in the form of a recommendation to City Council, a City Council hearing date is frequently included in the PC Public Hearing Notice.

### **Published Notices**

- Section 4.012 of the City Code requires that Public Hearing Notices be published “at least ten (10) and not more than twenty-one (21) days before the first hearing.”

Notices are emailed to the *Wilsonville Spokesman* for publishing in time to comply with Section 4.012 – generally 21 days prior to the public hearing to appear in the *Spokesman* at least 10 days prior to the hearing. Failure to advertise as specified in this Section shall not invalidate any decisions or proceedings of the City if a good faith attempt was made to comply with the notice requirements of this Code.) [Section 4.012(.01)(B)]

### **Mailed Notices**

Since the Planning Commission “decision” is in the form of a recommendation to City Council, and proposals are reviewed in Public Hearing before each hearing body, Public Hearing Notices are mailed at least ten days prior to the initial public hearing. [WC Section 4.012(.02)(B.)]

- Notices are mailed to:
  - Interested people (list compiled throughout public process)
  - If the applicant is someone other than the City, then it is mailed to the applicant and the applicant’s consultant(s).
  - State, regional, county, and surrounding local agencies; Canby and Sherwood school districts; Wilsonville Chamber of Commerce; and special districts (including Tualatin Valley Fire & Rescue and utility districts.
  - Property owners of the entire city or a large area of affected property owners.

### **Emailed Notices**

- Notices are e-mailed to:
  - Interested people who have indicated that they prefer to received notices via email rather than regular mail.
  - Agencies, such as Washington County, Clackamas County, Metro, NW Natural, ODOT and City staff.
  - Notices are emailed out via the City’s web site notification options to the people who have signed up to receive Public Hearing Notices and notices of City Events.

### **Posted Notices**

Notice shall be posted at least ten (10), and not more than forty (40) days before the initial hearing.

- They are posted at the following locations:
  - City Hall (2 locations)
  - Library
  - Community Center
  - City Website

### **Affidavits of Mailing, Posting and Publishing**

- Affidavits of Mailing and Posting that list everyone who were sent a notice, the location of the postings, and an attached PHN, are prepared and notarized.
- *Wilsonville Spokesman* sends the City notarized Affidavits of Publishing verifying that the PHNs were published.

### **Meeting Agendas and Packets**

Meeting agendas and packets with the documents to be presented to the PC are prepared and distributed seven days prior to PC meetings

### **Mailed Agendas**

- Agendas are mailed to:
  - Agencies that have signed up to receive these mailings. This list currently includes the Chamber of Commerce and ODOT.
  - “Interested People” who have requested that they be mailed the agendas.

### **Emailed Agendas**

- Agendas are e-mailed to:
  - Agencies, such as Washington County, Clackamas County, ODOT and City staff.
  - People who have requested that they be emailed the agendas.
  - If the applicant is someone other than the City, then it is mailed to the applicant and the applicant’s consultant.
  - People who have signed up to receive notices of City Events via the City’s web site notification options. Links to the PC agenda and packet material are included in this notification list. Projects with their own web pages may also have a “Notify Me” email subscription list for people who wish to receive notices for specific projects.

### **Agendas are posted at the following locations:**

- City Hall (2 locations)
- Library
- Community Center
- City Website
  - The agenda and packet material is linked from the Calendar Event notice to the “Agenda Center” where all City boards and commission documents are posted.
  - Agenda and meeting documents are posted on the project web page if such a page has been created for the project.

Extra agendas and meeting materials are available at the meeting.

### **Hearing Procedures**

Public Hearings shall be conducted in accordance with procedures for evidentiary hearings set forth in Section 2.560 of the Wilsonville Code, or as otherwise amended by City Council action.

## Notice of Decision

- After a Planning Commission Decision (“Decision” is a recommendation to City Council):
  - Planning Commission decisions are mailed/mailed to the “Interested People” list, and city staff.
  - The “Interested People” list is sent to the City Recorder for the City Council Public Hearing Notice mailings.
  - Anyone who testified or provided written testimony regarding the application

The Planning Commission record is sent up to the City Recorder for inclusion in the City Council record.

## C. Development Review Board (DRB) Public Hearing Notice (PHN) Procedures

### ■ Public Hearing Notices for Quasi-Judicial Hearings

Once an application has been deemed complete and a public hearing date set, Public Hearing Notices can be sent out. The DRB is a decision-making body for quasi-judicial land use applications unless a Comprehensive Plan Map or Zone Change is proposed. Then a DLCD Notice of a Proposed Change to a Comprehensive Plan or Land Use Regulation is to be submitted to DLCD 35 days prior to the first evidentiary hearing. In such applications, the DRB Decision is a recommendation to City Council; Council makes the final decision.

DRB Public Hearing Notices shall contain a brief description of the subject property, including either the street address or other common description of the site, and including approximate geographic location such as a reference to nearby cross streets, the time and place that the City’s decision-making body will consider the submitted documents, and the nature of the proposal, as well as other matters required by law.

### Published Notices

- Section 4.012 of the City Code requires that Public Hearing Notices be published “at least ten (10) and not more than twenty-one (21) days before the first hearing.”

Notices are emailed to the *Wilsonville Spokesman* for publishing in time to comply with Section 4.012 – generally 21 days prior to the public hearing to appear in the *Spokesman* at least 10 days prior to the hearing. Failure to advertise as specified in this Section shall not invalidate any decisions or proceedings of the City if a good faith attempt was made to comply with the notice requirements of this Code.) [Section 4.012(.01)(B)]

### Mailed Notice

For development projects involving Class II Administrative Reviews, or quasi-judicial public hearings, the Planning Director shall have public hearing notices and notices of Administrative Decisions mailed to the owners of real property located within 250 feet of the site of the proposed development. The Planning Director shall use the property ownership lists of the County Assessor in determining the recipients of the notices.

Notices shall be mailed not less than twenty (20) days nor more than forty (40) days prior to the initial public hearing date. Except, however, in cases where the development proposal will require public hearings before both the City Council and Development Review Board, in which case the notices shall be mailed at least ten (10) days before the initial public hearing.

In any case where State law requires different timing or form of notice than that specified in this Code, the standard requiring a broader coverage or duration of notice shall be followed.

The City will make a good faith effort to contact property owners whose names do not appear on County ownership records and to contact others who have asked to be contacted for different types of applications.

### **Mailed Notices**

- Notices are mailed to:
  - The applicant and applicant's representatives
  - Property owners within a 250 foot radius of the affected property
  - Other interested people
  - Agencies who have signed up to receive these mailings. This list currently includes the Chamber of Commerce, and ODOT.

### **Emailed Notices**

- Notices are e-mailed to:
  - Agencies, such as Washington County, Clackamas County, Metro, NW Natural, ODOT and City staff
  - Notices are emailed out via the City's web site notification options to the people who have signed up to receive Public Hearing Notices and notices of City Events.

### **Posted Notices:**

The Planning Director shall have notice of development proposals, subject to Class II administrative or hearing body review, posted in at least three (3) standard locations for public notice. In addition, the property proposed for development may be posted so as to be visible and legible from adjacent public streets

Notice shall be posted not less than twenty-one (21) nor more than forty (40) days prior to the anticipated date of final decision or hearing, except in the case where the notice concerns public hearings before both the City Council and Development Review Board. In such cases, the notice shall be posted at least ten (10), and not more than forty (40) days before the initial hearing.

- Notices are posted at the following locations:
  - City Hall (2 locations)
  - Library
  - Community Center
  - City Website
  - Project Site

### **Affidavits of Mailing, Posting and Publishing:**

- Affidavits of Mailing and Posting that list everyone who were sent a notice, the location of the postings, and an attached PHN, are prepared and notarized.
- *Wilsonville Spokesman* sends the City notarized Affidavits of Publishing verifying that the PHNs were published.

### **Meeting Agendas and Packets**

Meeting agendas and packets with the documents to be presented to the DRB are prepared and distributed seven days prior to DRB meetings

### **Mailed Agendas:**

- Agendas are mailed to:

- The applicant and applicant's representatives (along with the staff report included in the meeting packet)
- Agencies who have signed up to receive these mailings. This list currently includes the Chamber of Commerce and ODOT.

### **Emailed Agendas**

- Agendas are e-mailed to:
  - Agencies, such as Washington County, Clackamas County, Region 1 Development Review, ODOT and City staff.
  - People who have signed up to receive notices of City Events via the City's web site notification options. Links to the DRB agenda and packet material are included in this notification list.

### **Hearing Procedures**

Public Hearings shall be conducted in accordance with procedures for evidentiary hearings set forth in Section 2.560 of the Wilsonville Code, or as otherwise amended by City Council action.

### **Decision**

- Following the public hearing, the hearing body shall approve, conditionally approve, or deny the application or if the hearing is in the nature of an appeal, affirm, reverse or remand the decision that is on appeal.
- A final decision involving a hearing on an application for the Development Permit shall be made within one hundred and twenty (120) days of the application being deemed complete; other than expedited land divisions which require a final decision within sixty-three (63) days of a complete filing. Except, however, that with agreement of the hearing body and the applicant or appellant, the processing of a matter under consideration may be extended for a reasonable period of time as determined by the hearing body.

## 8. Communication Tools for Internal Audiences

### ■ Intranet The Staff Zone

**Description:** The intranet is an internal tool for City employees to view and access general information, presentation templates, pictures and other information that is relevant to City Staff.

**Objective:** Ensure that employees are informed about city policies, procedures, benefits, trainings, and other information that is relevant to City Staff.

**Audience:** City of Wilsonville Employees.

### ■ E-mail

**Description:** City employees receive general E-mail correspondence or from individual departments within city government.

**Objective:** Ensure that employees are informed about city news and events.

**Audience:** City of Wilsonville Employees.

### ■ Managers Meeting

**Description:** Directors and managers of the various departments gather monthly after the second City Council meetings to receive a report on the City Council meeting and discuss action items and to keep each other informed of issues in their own departments. The meetings provide an opportunity for department heads and managers to keep abreast of what is happening in all departments and relay that information to employees in their departments. The meetings provide an opportunity to pick up story ideas and information to be included in upcoming issues of the Boones Ferry Messenger.

**Objective:** Ensure that all departments are familiar with broad issues related to city business and City Council priorities.

**Audience:** All department heads and managers.

### ■ Department Meetings

**Descriptions:** Each department meets regularly to exchange information and to update each other on issues and activities within the department and other departments.

**Objective:** Share information with all department employees about department business and citywide business.

**Audience:** Employees.

### ■ Employee New-Hire Orientation Guide

**Description:** Comprehensive handbook for new employees that provides an overview about the city, payroll procedures, policies, finance, safety, health insurance, benefits and miscellaneous.

**Objective:** Provide overview and detailed information about city policies, services, benefits and procedures.

**Audience:** Primarily new employees.

■ **The City Times**

**Description:** A quarterly internal newsletter for City of Wilsonville employees.

**Objective:** Provide City employees relevant news and information such as introducing new employees, getting better acquainted with co-workers, understanding and utilizing City benefits, health tips, recipes and other topics.

**Audience:** City employees.

## 9. Current and Recently Accomplished Initiatives

There are several initiatives that are underway and have been accomplished since the March 2012 Communications Plan. This section reviews both types of initiatives.

### A. Boones Ferry Messenger City Newsletter Changes

Each month the City produces a 6 to 8 page 11 by 17 inch tabloid newsletter that is produced and distributed to all households and businesses in Wilsonville on or around the first of the month. The publication strives to cover City news and information that is relevant and of interest to local community members. As the publication evolves there are number of recent accomplishments and initiatives that are currently underway including:

#### New Design

- Complete Redesign of BFM in January 2013
- Communications staff has already began scheduling and holding quarterly meetings with department heads and outreach staff to review and update monthly and annual editorial
- Seek to produce more content that is not too long, easy to read, free of jargon, and rich with imagery such as photos with people in them and appealing and relevant graphics.

#### Resumed Content

- Volunteer Spotlight (resumed in 2014)
- “Councilor’s Corner” Column (resumed in 2014)

#### New Content

- Improved Coverage of Matters before City Council and other Boards and Commissions
- Begin running “City Ads” to promote priorities such as increasing the number of people who subscribe to our e-news service, pay their bills by auto pay, like us on Facebook, follow us on Twitter, watch our Government Access Channel, Attend or watch City Council Meetings, and others as needed.
- Begin running articles on businesses that are “Under Construction – Coming Soon”. These would be businesses that are located in high-visibility areas, such as the Kraven’s Sports Bar, which generate a lot of interest and questions.
- General Q & A, “person-on-the-street” column to address concerns raised in the 2014 Community Survey. For example “What is going into the old Kraven’s site?”
- “Reporting on Matters before City Leadership Boards.”
- Continue progress toward making the Boones Ferry Messenger the “People Magazine” of city newsletters.
- Include more pictures of City-sponsored events and major community events. When possible and appropriate include ½ page photo collages.

### B. Community Survey

Since the first Communications Plan in 2012, the City has now conducted two Community Surveys in 2012 and 2014. Both surveys were shared with City Council and the community online and are informing city priorities and strategies on a daily basis. The results from both the 2014 and the 2012 Community Surveys are available online at [www.ci.Wilsonville.or.us/CommunitySurvey](http://www.ci.Wilsonville.or.us/CommunitySurvey).

In particular the results and feedback from the Community Surveys are informing the communication plan, strategies, and future plans.

### **C. Wilsonville Leaderships Academy**

Under the guidance of the City Manager staff has created and promoted the Wilsonville Leadership Academy in 2014. The six-month long training program will begin in January 2015 through June 2015. Staff received 42 applications for 30 slots and has completed a review and notification process.

Consultant Gregory McKenzie, who has helped create other similar programs, is on contract to assist staff with implementation during the first year of the program.

The training program is designed to educate members of the community about the roles and function of municipal government.

Goals of the program include:

- To increase the number of informed and involved citizens in Wilsonville.
- To “put a face” on local government, making it more accessible to the community.
- To encourage future participation in City boards and commissions.
- Throughout the program participants will be taking on class projects that may include the following:
- Consider planning and hosting a Social Service Summit in June or July 2015
- Improve community engagement and develop the participants into “City Ambassadors” who are aware and help promote City events, policy discussions, open houses, new branding, provide feedback on BFM content, share information via social media, volunteer at City-sponsored events, and other related actions.

### **D. City Branding Initiative**

The City of Wilsonville requested proposals from qualified consulting firms to provide branding and design services to create a unique logo, tag line, style guide manual, and other communication means and methods that capitalizes on the community's assets and attributes. Through this process the City selected Manifesto, a Portland-based creative firm that specializes in branding and marketing strategy. The firm is finalizing the logo, tag lines, and related material for **presentation to City Council** on February 2, 2015.

Prior to launching the new brand, project sponsors need to develop an implementation strategy and secure any needed resources to promote and transition to the new brand throughout 2015. This will need to include a plan to replace all current logos and tag lines used on all related City property, material and communications assets such as the Boones Ferry Messenger, City-owned websites, social media sites, letterhead, envelopes, signage, and everywhere the old logo and branding are used.

The rebranding initiative includes the adoption of a new branding/style guide which will guide the rebranding initiative and includes the types of colors, fonts, and logos that are acceptable and conform to the new standard. Training and integration of the new styles, logos, and standards will need to be the responsibility of all City staff to ensure the rebranding is completed as soon as possible throughout the City.

Implementation of the new brand and style guide includes:

- Updating *The Boones Ferry Messenger* to conform to new brand and style guide.
- Updating the City website.
- Updating City Vehicles, signage, and anywhere else city logos are present.
- Updating letterhead, business cards, and marketing material.

- All other uses of the city logo throughout the City and communications channels.

### **E. 2015 City Hosted Events and Key Dates**

Throughout and often many times a month, the year the City's various departments sponsor, organize and promote over 30 events a year and more events seem to be added all the time. A listing of these events is included in Appendix A in order to call attention to and adequately help promote the events via the City's various communications channels. Major City-sponsored and organized events during the year include: the annual Daddy Daughter Dance, Wilsonville Egg Hunt, WERK Day, Neighborhood BBQs, Movies in the Park, Volunteer Recognition Event, Fall Harvest Festival, Community Tree Lighting, Reindeer Romp and the Holiday Fun Fest.

### **F. 2015 City-Hosted Meetings, Task Forces and Open Houses**

Throughout the year and often many times a month, the various City Department's host a wide variety of meetings, task forces and open house events covering a wide range of topic. Some of the events are planned and implemented better than others. When events are not planned well in advance, some communications channels are no longer an option if various deadlines are missed or adequate advance notice is not provided. In order to provide accurate and timely promotion of the events via the City's various communications channels, event organizers need to proactively work with communications staff to develop communications plans for the major events months ahead of the event to ensure the City communications team has the capacity to support and promote the events to the fullest extent possible.

### **G. Willamette River Water Supply Outreach and Education**

Continue to work in partnership with communications staff and consultants from Tualatin Valley Water District to promote events and information related to the Willamette River Water Supply project, plant and pipeline to be built in Wilsonville.

### **H. Annual Water Quality Report (July 1, 2015)**

Each year the City is required to produce and distribute an Annual Water Quality Report by July 1, 2015. This past year in 2014 the report transitioned from being a mailed publication to an online report and was completely redesigned to accommodate the online distribution. By July 1, 2015 the report will need to be updated with current information and drinking-water testing results for 2014. In addition to the release of the report promotion of the report via the web site, Boones Ferry Messenger, social media, and a press release will be implemented as well.

### **I. 2015 Annual Report for Our Community (August 1, 2015)**

On or around August 1, the Communications staff publishes and distributes to all residents and businesses in Wilsonville an Annual Report for the fiscal year ending June 30. The report provides community members an update on key city-sponsored initiatives and progress toward City Council goals. Availability of the report will be shared via the web site, social media, a press release, and the Boones Ferry Messenger.

### **J. Increase Issuance of Media Releases and Development of Schedule**

In order to garner increased local and regional news coverage the Communications team has increased the number and range of media releases issued. For the upcoming year the communication team will strive to issue on average two to three releases a week. In 2014 the Communications staff has issued a total of 74 media releases and has developed a draft schedule. A full listing of the media release issued in 2014 are included in the appendix. During 2015 Communications staff seeks to further increase the number of releases issued and to further refine a media release schedule.

## **K. Increase Usage and Engagement via Social Media**

In order to increase community engagement and awareness of City events and news, the Communications staff has increased utilization of the City's social media assets particularly the City's Facebook page and Twitter feed. Community member engagement and activity on the two social media platforms is increasing as measured by the number of "likes", "shares"

## **L. Leveraging City Communications on Multiple Channels**

The City is taking steps to improve overall communications with citizen volunteers, residents and business interests through more coordinated and thorough distribution of communications messages. That is, the City is leveraging to the greatest extent possible content by repurposing and delivering content through as many communications channels as possible. For example often an article composed for the newsletter is reformatted as a media release, posted on the City's website and shared on both Facebook and Twitter in order to reach as many people possible in a way that they prefer to be contacted.

## **M. Special Outreach to Businesses - Business Roundtable Meetings**

Consider planning and hosting or supporting additional business roundtable meetings for various sectors of Wilsonville's businesses such as the High-Tech/Advance Manufacturing Roundtable the City and OIT sponsored in August 2014. Members of our Congress have expressed interest in having forums like this to meet with local employers and government officials. Topics of these meetings have included transportation issues, workforce development and federal issues of concern; companies attending have included leading Wilsonville employers, including FLIR, Mentor Graphics, Rockwell Collins, Sysco Food Services, Xerox and others. The Mayor and City Council members have attended these meetings in the past in order to better understand the business needs of government services.

## 10. Initiatives for Additional Consideration

There are several new initiatives and other issues for consideration that the City Council, Planning Commission/CCI and staff may seek to have incorporated into the Communications Plan. This section reviews potential options and how they may be incorporated into the City's overall communications strategy.

### **A. *The Boones Ferry Messenger* —Improvements/Modifications**

Staff is always seeking for ways to improve the quality, content and readability of the City's newsletter. Future changes to the city-wide newsletter include:

- General Q & A, "person-on-the-street" Column: This new feature could feature common questions fielded by City officials on a wide variety of topics along with responses and additional resources information as is appropriate.
- Research and Implement new e-magazine option for displaying *The Boones Ferry Messenger* online as an E-zine which essentially allows the document to be viewed online like a magazine with the ability to turn the pages as if the publication were a magazine.
- As a component of developing improving the consistency and professionalism of the BFM, staff will develop a "Style Manual" that guides the overall appearance or "look" and style of the publications. Consider changing the BFM' Masthead slightly to identify the month of the issue and to distinguish it from the prior issue.
- Obtain a graphic designer on contract to produce monthly infographics to run in the BFM.
- Feature articles on area business clusters: A suggestion from City Council has been to consider featuring various business clusters (e.g., 'high-tech' firms, medical-products businesses, retail grocery outlets, etc.) in Wilsonville in order to increase public understanding of employers located in city. With over 900 business licenses registered to the City and a wide range of small, medium and large employers, there are many opportunities to profile local businesses.

### **B. City Unified Event Calendar**

Currently, no single City event calendar exists to provide the public with a comprehensive listing of all City-sponsored or hosted events. Four different departments each maintain their own websites and calendars and none of them are able to share event content with one another. Parks and Recreation, SMART, and the Library as well as the main City website all have separate calendars that are not able to share or aggregate content. This is very inefficient since in order to populate a single event across all four websites the event must be re-entered four separate times. To avoid unnecessary duplication of effort and redundancy, the City should create a City unified event calendar in order to allow community members a single website where they get an accurate view of all the City's offerings and meetings.

### **C. Increase and Improve Use of Online Community Engagement and Public Participation Tools**

Ongoing adoption and evolution of social media, online advertising and other online community engagement tools now offer the City new ways of marketing City services and reaching community members that have not existed previously. In order to more fully realize these opportunities the City should invest time and money in exploring and testing these tools in order to see if they can lead to improved community engagement and participations. Related tasks include:

- Review Social Media policies and procedures to determine a way to engage in two-way communication with community members through social media tools like Facebook, Twitter, Instagram and other social media platforms.

- Begin testing the use of online advertising through Facebook, Twitter, Google Adwords and other online marketing tools to reach residents, recruit businesses, attract visitors and promote City events and meetings.
- Review and consider adoption of new online Community Engagement tools such as MindMixer.com that will allow and foster more and improved online engagement with community members.

#### **D. Key Performance Indicators (KPI)**

Develop and begin utilizing Key Performance Indicators (KPI) to measure effectiveness of the public affairs and community relations efforts. Examples include the number of subscribers to the e-news service, the number of the City's Facebook fans (likes), number of Twitter followers, number of retweets, Facebook comments, Facebook shares, and similar community engagement measurements.

#### **E. Youth Leadership Academy**

Consider allocating staff time and resources to develop a Youth Leadership Academy similar to the Wilsonville Leadership Academy, but targeted to school-aged children. The purpose of this new academy would be to educate and prepare youth for increased engagement with the City of Wilsonville and increased civic engagement in general. The new academy could leverage the content developed for the Wilsonville Leadership Academy but then be tailored to the needs of the younger audience. The academy should be developed with the support of local schools.

#### **F. New Resident Welcome Packet**

For new residents to Wilsonville Develop the City should develop and provide new residents a packet of basic information about accessing the various services, events and amenities provided by the City. The packet should also include information about other local service providers, events, amenities and other information new residents would need or want to know. The packet could also include the following types of information:

- A brief history and overview of Wilsonville
- Welcome letter from the Mayor
- Contact information the City's various departments and services
- Detailed information about the City's retail departments
  - SMART
  - Wilsonville Public Library
  - Parks and Recreation Department
- An overview map of the community, neighborhoods, parks and main roads
- Information about City Council and other City Boards and Commissions
- City and other Utility service providers
- Overview and contact information about local school districts
- Annual City- and community-sponsored events
- Contact information for other related governmental bodies and leaders
- Information about Police and Fire protection services
- Other community information of needed by new residents

A packet like this has used previously but the material and presentation need to be renewed and updated which is why it is now on the list of new initiatives for additional consideration.

## **G. Video Productions**

Public Video Studio and Initiative w/ Schools and Library – Consider using City PEG funds to support local community members self-produce videos that promote either promote or cover local community events, news, or other content of interest to community members. This may be done by creating a video editing center at the Wilsonville Community Library or another location with easy year round access to community members. The City should also explore this initiative with the West Linn Wilsonville Public Schools as a potential new class and assignment to produces something like a weekly or monthly show featuring news, events and information about Wilsonville.

Also consider developing promotional videos on specific topics, such as:

- Road construction projects
- Stormwater management and new master plan
- Parks & recreation programs hosted by City
- Business recruitment
- Welcome video for new residents
- SMART to encourage youth ridership
- Other video projects that are of interest to other City Departments

Once produced these videos can be aired on WCGTV cable channel 30 and shared on the City's various websites and social media outlets including Facebook, Twitter and YouTube.

## **H. Establish a Stand-Alone Wilsonville Tourism Website with new Community Calendar**

In 2015-16 a top priority for the tourism development strategy is to establish a stand-alone Wilsonville tourism, mobile-ready (responsive design) tourism web site that is highly interactive and is the portal for city marketing not only for visitor information, but to also feature a blog, capture customer information, community event calendar, and provide opportunities for partners to reach audiences. The site should be integrated with social media programs and Wilsonville's YouTube channel. The mobile capacity of the site is essential to the future growth of tourism in the city. City staff will need to conduct a solicitation process to select and contract with a web design firm to design the new site.

In order to attract and promote tourism the Wilsonville Tourism Website should include a calendar that provides the public and visitors to the community with comprehensive listings and information on all events occurring in and near Wilsonville. The City's websites tend to list only city-produced events, and may periodically list city-sponsored events. This new calendar should include not only City-sponsored and hosted- events that are appropriate, but also other non-City community events held on private property that do not appear on the City website.

## 11. Appendix

### A. 2015 City-Sponsored Events

- **January**
  - Volunteer Planting and Tree Care Event
  - Leadership Academy
- **February**
  - Shredding Event co-sponsored with U.S. Bank
  - Volunteer Planting and Tree Care Event
  - Daddy Daughter Dance
  - Leadership Academy
- **March**
  - Community Garden - Registration Opens
  - Leadership Academy
- **April**
  - Wilsonville Egg Hunt at Memorial Park
  - Arbor Day Tree Planting Event
  - Leadership Academy
- **May**
  - WERK Day, Memorial Park
  - 2<sup>nd</sup> Annual Spa Day
  - Hazardous Waste Day
  - Bulky Waste Day
  - Leadership Academy
- **June**
  - Water Feature Season Begins
  - SMART Trolley Tour
  - Walk on Wednesdays
  - Leadership Academy
- **July**
  - Neighborhood Barbeque at Courtside Park.
  - Movies in the Park
  - SMART Trolley Tour
  - Walk on Wednesdays
- **August**
  - Movies in the Park
  - National Night Out August
  - Walk on Wednesdays
  - SMART Trolley Tours Ends
  - Neighborhood Barbeque at River Fox Park.
  - Volunteer Recognition Event
- **September**
  - Water Feature Season Ends
- **October**
  - Antique Appraisal Day
  - Fall Harvest Festival
- **November**
  - Leaf Drop Off Day
- **December**
  - Community Tree Lighting
  - Reindeer Romp
  - Holiday Fun Fest-Holiday
  - SMART Winter Wonderland Tour

## **B. 2014 Media Releases By Month**

### **January**

- City Council Approves Budget Adjustments and Request for Economic Benefits Study, Denies Support for Change in Metro Industrial Lands Designation
- Single-Family Dwelling Permitting Hits Record High
- 2014 Mayors State of the City Address
- City Council Approves Changes to Business License Code and Authorizes Extension of Comcast Cable Franchise
- Wilsonville Hire New Community Relations Coordinator

### **February**

- Mayor Gives ‘State of the City Address,’ City Council Approves Changes to Business License Code and Streamlined Contracting for Technical Services
- City Closes on Friday, February 7
- City Clears Main Streets and Garbage Service Resumes
- City Council Recognizes Two for Exceptional Service, Adopts Ordinance to Streamline Contracting and Advances Potential Bus-Shelter Smoking Ban

### **March**

- City Council Hears Ordinance to Vacate SW 110th Avenue and Sets Hearing Date for DRB Appeal
- Lieutenant Jeff Smith Appointed as Wilsonville’s New Chief of Police
- City Council Overturns DRB Denial, Adopts Ordinance to Vacate SW 110th Avenue, and Recognizes New Police Chief
- City Seeks Public Comment on ‘Draft Wilsonville Tourism Development Strategy’

### **April**

- City Council Advances Moratorium on Medical Marijuana Facilities and Bus-Shelter Smoking Ban
- City Seeks Input on Proposed Budget
- City Recognized for Financial Reporting
- City Council Adopts Moratorium on Medical-Marijuana Facilities, Bus-Shelter Smoking Ban and Considers Expansion of the Dog-Leash Law
- City Awards Grants to Fund Local Events and Programs

### **May**

- Annual WERK Day Seeks Volunteers for Sat, May 10
- Bulky Waste Day Set for Saturday, May 10
- City Council Adopts Expanded Dog-Leash Law, Advances Grande Pointe Residential Development and Adopts Tourism Strategy
- City Accepting Applications for Library Board

- City Council Approves Grande Pointe Residential Development and Considers Urban Renewal Plan
- Wilsonville Not Impacted by Portland Boil-Water Notice
- **June**
  - City Council Approves Annual Budget and Advances Annexation
  - City Council Approves Polygon’s Calais at Villebois and Funding for Wilsonville Community Sharing
  - South Metro Area Regional Transit (SMART) Wins \$60,000 Grant for Alternative-Fueling Infrastructure
  - City Encourages “National Night Out 2014” Neighborhood Activities on August 5
  - 2014 Annual Water Quality Report Released
- **July**
  - Cities Seek Input to Plan Basalt Creek Area
  - SW 110th Avenue Closed for Construction of New Villebois Subdivision and Access Road
  - City Council Reappoints Library Board Members and Renews City Manager Contract
  - Road Maintenance and Sidewalk Improvement Projects Begin Week of July 14
  - City To Host July 30 Meeting on Proposed Charbonneau Infrastructure Repair Plan
  - Mayor Declares August as Wilsonville Rotary/End Polio Now Month
- **August**
  - Vlahos Drive Closed Temporarily as part of Canyon Creek Road Extension Project
  - City Council Amends TIF Zone Areas and Adopts Charbonneau Infrastructure Repair Projects
  - City Releases 2014 Annual Report
  - Hilly Alexander Receives 2014 Heart of the City Volunteer Award
  - Volunteers Needed September 9 - 13 to Count Trail and Path Users
  - Parks and Recreation Moves Staff to Town Center Park Building and Hosts Open House on September 11
  - City Accepting Applications for Community Opportunity Grants
- **September**
  - City Council Endorses College Bond Measure, Adopts New Public Works Standards, Amends TIF Zone Areas and Authorizes I-5 Landscaping Project and Bus Purchases
  - Recreation and Aquatic Center Task Force to Review and Discuss Feasibility Study
  - City Accepting Applications for Clackamas County Tourism Grants
  - City Council Advances Tax on Marijuana Sales, Approves New Public Works Standards and Hears an Update on Basalt Creek Concept Planning
  - Barber Street Road Extension and Bridge Construction to Begin
  - Community Survey Results to be Presented to City Council on October 6
  - City Council Adopts Tax on Marijuana Sales to Preserve Option If State Ballot Measure Passes in November

- City Seeks Input on Future of Frog Pond Area
- City Now Accepting Applications for Wilsonville Leadership Academy
- **October**
  - Mayor Proclaims October as Manufacturing Month
  - Wilsonville Residents Give High Marks to City Services and Quality of Community
  - City Council Addresses Barking Dogs, Authorizes Purchase of Boeckman Dip Property and Approves Wastewater Outfall Pipe Repair
  - Wilsonville Hires New City Finance Director
  - Town Center Loop East to be Restriped Adding Buffered Bike Lanes
  - Time for Public Input on Proposed Plans for Frog Pond Area
  - City Receives Award for Distinguished Budget Presentation
  - City Council Approves Barking Dog Ordinance and Purchase of Boeckman Dip Property, and also Hears Ordinance to Add Stormwater Rules to City Code
  - Community Invited to Open House to Plan the Future of Memorial Park on Wednesday, Nov. 5
  - Leaf Drop-Off Day Set for Saturday, Nov. 15, 9 am – 2 pm
  - Don't Forget to Vote by Nov. 4 on Local Ballot Measures
  - Rain Delays Completion of Two Road Projects
  - Barber Street Bridge Construction Begins with a Bang
  - Wilsonville Hires New Long-Range Planning Manager
- **November**
  - City Council Sets Time Limit for Sleeping in Vehicles and Provides Police with Ability to Exclude Law Violators from Public Places
  - Wilsonville Projects Receive Awards and Recognition
  - City Council Updates Specialty Codes, Public Works Standards, “Call-up” Time for Development Decisions and Public Safety Laws
  - New Sections of Villebois Drive North and Costa Circle East are Now Open
  - Community Invited to Participate in Tree-Lighting and Toy Drive
- **December**
  - Council Approves Annexation and Rezoning of Parcels Near Villebois and Numerous Other Ordinances and Resolutions
  - City Council to Consider Rate Increase to Replenish Stormwater Fund at Meeting on Jan. 5
  - Council Accepts Recreation and Aquatic Center Feasibility Study and Thanks Councilor Goddard for Service
  - City Seeks Community Feedback to Plan Park’s Future

### C. Inventory of the City of Wilsonville Publications

Lead Dept.	Publication Name	Type	Circulation	Frequency	Page-Count	Publication Date
Admin	Boones Ferry Messenger	Newsletter	12,500 <sup>1</sup>	12x/year	6-8	Last week of month
PW	Annual Water Quality Report	Online Brochure	100	1x/year	4	April-June (By July 1)
CD	Capital Improvement Program Report	Newsletter	12,500 <sup>1</sup>	One time report in 2009	4	Individual project fact sheets began in 2012.
P&R	Wilsonville Activity Guide	Newsletter	12,500 <sup>1</sup>	3x/year	32-40	
CS	Center Gazette	Newsletter		12x/year	10	
Fin	Proposed Budget	Book	30 hard copies	1x/year	350	April
Fin	Proposed Budget for web	E-doc / PDF	Online	Same	Same	Same
Fin	Adopted Budget	Book	30 hard copies	1x/year	350	August
Fin	Adopted Budget for web	E-doc / PDF	Online	Same	Same	Same
Fin	5-Year Financial Forecast	Book	35 in-house	1x/year	60	Late October
Fin	5-Year Forecast for web	E-doc / PDF	Online	Same	Same	Same
Fin	Annual Financial Report	Book	30 hard copies	1x/year	170	December
Fin	Annual Financial Report for web	E-doc / PDF	Online	Same	Same	Same

Notes

<sup>1</sup>

97070 zip code.

Lead Dept. key:

- Admin = Administration
- CD = Community Development
  - CD/NR = Community Development, Natural Resources program
- P&R = Parks and Recreation Department
- Fin = Finance Dept.
- PW = Public Works

## D. 2014 *The Boones Ferry Messengers* Articles

### January 2014 Issue

p 1	<ul style="list-style-type: none"><li>Wilsonville Library Reaches Highest Percentage of Children Participating in 2013 Reading Program</li><li>Mayor's Message: 2014 Promises to Be a Good Year</li><li>New Road Project to Increase Community Connectivity Canyon Creek Road Extension to Link Eastside of Wilsonville</li><li>City Invites Public Comment on Residential Land Study</li></ul>
p 2	<ul style="list-style-type: none"><li>Library news</li><li>SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>Canyon Creek Road Extension to Link Eastside of Wilsonville Continued from page 1</li><li>City Accepting Applications for Community Grant Programs</li><li>Kiwanis Club Volunteers Clean 'Beauty and the Bridge' Artwork</li></ul>
p 4	<ul style="list-style-type: none"><li>Parks and Recreation News</li><li>City Council Amends Code for Commercial Trash Enclosures, Approves SMART Transit Projects List and Authorizes Road Construction for New North-South Community Link</li><li>Chamber Offers Free Disaster-Planning Kit for Businesses</li></ul>
p 5	<ul style="list-style-type: none"><li>Task Force Reviews Strategic Use of Urban Renewal</li><li>Urban Renewal Strategy Task Force Members</li></ul>
p 6	<ul style="list-style-type: none"><li>City Council Approves Revised Water-Rates Structure and Future Rate Increases</li><li>Stream Temperature Is Crucial for Aquatic Life</li><li>Community Calendar</li></ul>

### February 2014 Issue

p 1	<ul style="list-style-type: none"><li>Local Artists and Students Create Art Sculpture</li><li>Mayor's Message:</li><li>Council Names Volunteers to Serve on City Boards</li><li>City Council Recognizes Girl Scout for Accomplishment</li><li>Single-Family Home Construction Hits Record-High Level in Wilsonville During the Past Year</li></ul>
p 2	<ul style="list-style-type: none"><li>Library news</li><li>SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>Major Public Projects Advance Successfully</li><li>Project to Provide Water to Sherwood Completed</li><li>Choral Group Seeks Male Voices</li><li>Dog Owners Reminded to Use a Leash in City Parks</li><li>Call for 2014 Tourism Events Listings to Be Promoted for Free</li></ul>
p 4	<ul style="list-style-type: none"><li>Parks and Recreation News</li><li>OSU Extension Center Installs Solar-Power Panels</li><li>Bumblebee Incidents Result in Pesticide Violations</li></ul>

- 
- p 5
    - Reports from City Boards and Commissions
    - Xerox Foundation Makes \$5,000 Donation to City
    - DRB Approves Parking Lot Changes, New Coffee Kiosk
    - Citizens Committee Reviews City’s Housing Needs
    - Parks and Recreation Board Reviews Programs and Roles
    - City Accepting Applications for Community Grant Program
- 
- p 6
    - Oregon Tech Students Sponsor ‘Clean Energy Forum’ for Community and Businesses
    - Art Show at Wilsonville Community College Campus
    - Rummage Sale to Benefit Community Groups
    - County Commissioners to Hold Wilsonville Town Hall Meeting
    - City Calendar

### March 2014 Issue

- 
- p 1
    - City promotes Bicycle and Pedestrian Connectivity Action Plan to encourage healthy living and mobility
    - Mayor’s Message: ‘2014 State of the City Address’ shows a vibrant community
    - City celebrates home-delivered meals program
    - School district forges partnership with Oregon Tech
    - World of Speed Ground-Breaking
- 
- p 2
    - Library news
    - SMART news
- 
- p 3
    - Wilsonville hires community relations coordinator
    - City Council look ahead—City Council to consider bus-stop smoking ban
    - Hats off to Public Works staff during the big snow storm
    - Parks and Recreation News
- 
- p 4-5
    - Map and highlights of the Bicycle and Pedestrian Connectivity Action Plan
- 
- p 6
    - Mayor Knapp highlights recent key developments, trends and community accomplishments in the “2014 State of the City Address”
- 
- p 7
    - Reports from City Boards and Commissions
    - City accepting applications for Community Grant Program
- 
- p 8
    - ART EXTRAVAGANZA! Tools & Techniques Trade Show
    - Volunteers needed care for trees, help with “pollinator hedgerow”
    - Rummage sale to benefit community groups
    - SMART appreciates passengers
    - City Calendar

### April 2014 Issue

- 
- p 1
    - City Council recognizes, praises exceptional service to others by members of the community
    - Lieutenant Jeff Smith appointed as new Chief of Police
    - City Police Department offers free child car-seat consultations
    - Mayor’s Message: volunteers improve the community through service
    - Oregon Tech Highlights Clean Energy
- 
- p 2
    - Library news
    - SMART news

- 
- p 3
- City Council recognizes those who give freely of their time during Volunteer Appreciation Month
  - City Council Raises Awareness about Parkinson’s Disease
- 
- p 4
- Spring tips for reducing or eliminating pesticide use
  - Recreation and Aquatics Center Task Force begins analysis
  - Parks and Recreation News
- 
- p 5
- Reports from City Boards and Commissions
- 
- p 6
- Pastel art works featured at CCC Wilsonville
  - Wastewater Treatment Plant public dedication set for April 24
  - Arbor Day community tree-planting event at Villebois
  - Bazaar to benefit primary school
  - April 22 is Earth Day
  - City Calendar

### May 2014 Issue

- 
- p 1
- Annual WERK day seeks volunteers for Saturday, May 10
  - Wilsonville Festival of Arts May 31 and June 1
  - Mayor’s Message: Planning the Frog Pond Area
  - City Awards Grants to Fund Local Events and Projects
- 
- p 2
- Proposed bike/ped bridge over the Willamette River would also facilitate emergency responders’ capability
  - Library news
- 
- p 3
- Chief’s Corner with Police Chief Jeff Smith – bike safety tips
  - May is Bike Month in Wilsonville
  - Recreation and Aquatics Center Task Force underway
  - SMART news
- 
- p 4
- City launches new websites
  - Main parking lot at Memorial Park is new and improved
  - Parks and Recreation News
- 
- p 5
- Happy Public Works Week—City infrastructure underwrites daily life
  - Wilsonville’s water exceeds federal standards
  - Don’t be a drug flusher: dispose of medications properly
  - Water features open May 31
- 
- p 6
- Reports from City Boards and Commissions
  - CCC hosts forum on bond measures
- 
- p 7
- Councilor’s Corner: Julie Fitzgerald
  - City leaders to develop next year’s budget
  - Voters to consider replacement levy for fire and medical services
  - City financial reporting recognized
- 
- p 8
- Local tree to be dedicated as a State Heritage Tree
  - Got bulky waste that doesn’t fit in your garbage can?
  - Wilsonville Garden Club hosts annual plan sale on May 10
  - Annual run to benefit schools
  - Lowrie Primary to hold auction
  - City Calendar

### June 2014 Issue

- 
- |       |  |
|-------|--|
| p 1   | <ul style="list-style-type: none"><li>• Community Calendar City Residents Prep for a Summer of Fun</li><li>• Summer Reading Program for All Ages Starts Monday, June 9</li><li>• Hundreds of Volunteers Got a Lot Done on WERK Day</li><li>• Mayor’s Message: Innovative Approach to Wastewater Facility Project Guarantees Positive Result for Public</li><li>• Summer Events Poster Ad</li></ul> |
| <hr/> |  |
| p 2   | <ul style="list-style-type: none"><li>• Local Albertsons Store Gives Back to the Community</li><li>• 10,000 Books in Two Years —Dolly Parton’s Imagination Library Celebrates a Milestone</li><li>• Library news</li></ul>   |
| <hr/> |  |
| p 3   | <ul style="list-style-type: none"><li>• Summer Tips from Police Chief Jeff Smith</li><li>• City Council Election Filing Procedures</li><li>• Hydrant Flushing Underway</li><li>• SMART news</li></ul>  |
| <hr/> |  |
| p 4   | <ul style="list-style-type: none"><li>• Anatomy of Wilsonville’s Wastewater Treatment Plant</li><li>• Parks and Recreation News</li></ul>  |
| <hr/> |  |
| p 5   | <ul style="list-style-type: none"><li>• Public Workshop in June for Basalt Creek Urban-Area Planning</li><li>• Volunteer Spotlight: Mary Fierros Bower</li><li>• City Automates Utility Billing and Water Shut-Off Notification Process</li><li>• Dog-Leash Laws Expanded to all Public Property</li></ul>   |
| <hr/> |  |
| p 6   | <ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li></ul>   |
| <hr/> |  |
| p 7   | <ul style="list-style-type: none"><li>• Highlights of the Tourism Development Strategy</li><li>• City Council Advances Tourism Development Strategy</li><li>• Tourism Development Strategy Task Force Members</li></ul>  |
| <hr/> |  |
| p 8   | <ul style="list-style-type: none"><li>• Wilsonville Festival of Arts, Saturday May 31, Sunday June 1</li><li>• Annual Run to Benefit Schools Sunday, June 1</li><li>• Lunch to Honor Local Veterans</li><li>• Korean War Remembrance to be held June 21</li><li>• Oregon Tech Students Share Projects at Symposium</li><li>• Research Firm Conducting Survey</li><li>• City Calendar</li></ul>     |

### July - August 2014 Issue

- 
- |       |  |
|-------|--|
| p 1   | <ul style="list-style-type: none"><li>• New Report Verifies City’s High-Quality Drinking Water</li><li>• Mayor’s Message: Keep Safe While Enjoying Summer Fun</li><li>• SMART Seeks Input on Extending Service to Portland and Medical Trips to Increase Efficiency and Ridership</li><li>• Run on Over to the 11th Annual Kiwanis Kids Fun Run</li><li>• WWII Vets Honored at 70th Anniversary of D-Day Lunch (photo)</li></ul> |
| <hr/> |  |
| p 2   | <ul style="list-style-type: none"><li>• New Transportation Project to Improve Eastside Community Connectivity Canyon Creek Road Extension to Link Boeckman and Town Center Loop</li><li>• Library news</li></ul>   |
| <hr/> |  |
| p 3   | <ul style="list-style-type: none"><li>• Electrical Reliability Improvements in Wilsonville</li><li>• Summertime Tip: Call 8-1-1 Before You Dig</li></ul>   |

---

	<ul style="list-style-type: none"><li>• Bathroom Wipes Blamed for Costly Sewer Clogs</li><li>• SMART news</li></ul>
p 4	<ul style="list-style-type: none"><li>• Parks and Recreation News (full page)</li></ul>
p 5	<ul style="list-style-type: none"><li>• Goats are Coming to a Park Near You</li><li>• Volunteer Spotlight: Ben Altman</li><li>• Door-to-Door Solicitors Heat Up During the Summer</li><li>• Wilsonville’s Equestrian Heritage Comes to Life</li><li>• OSU Extension Hosts “Ag” Tours All Summer</li><li>• Sister City Program Seeks Volunteers</li></ul>
p 6	<ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li></ul>
p 7	<ul style="list-style-type: none"><li>• Got Fireworks? Keep it Legal, Keep it Safe!</li><li>• Window-Fall Safety for Children Urged During Hot Months</li><li>• Local Water-Rescue Teams Offer Swimming and Boating Safety Tips</li><li>• Chief’s Corner: National Night Out in August Offers Neighbors Opportunity</li><li>• Bike Patrol Photo</li><li>• Local Water-Rescue Teams Offer Swimming and Boating Safety Tips</li></ul>
p 8	<ul style="list-style-type: none"><li>• Thursday Nights are Fun at the Farmers Market</li><li>• Rotary Concert Series Offers Four Concerts in Four Weeks</li><li>• City to Host Neighborhood Gatherings</li><li>• 14<sup>th</sup> Annual Fun In the Park Festival</li><li>• City Calendar</li></ul>

### September 2014 Issue

p 1	<ul style="list-style-type: none"><li>• Community Calendar Hilly Alexander Receives 2014 “Heart of the City” Volunteer Service Award</li><li>• Mayor’s Message: City Acts Responsibly in Use of Urban Renewal Tool</li><li>• Parks and Recreation Moves Staff to Remodeled Town Center Park Building</li></ul>
p 2	<ul style="list-style-type: none"><li>• College Expands Energy and Resource Management Program</li><li>• City Tests Buffered Bike Lanes to Address Speeding and Bike Safety</li><li>• New Principal and Assistant Principal at Wood Middle School</li><li>• Library news</li></ul>
p 3	<ul style="list-style-type: none"><li>• ODOT Back-to-School Safety Tips</li><li>• Chief’s Corner - Back to School</li><li>• SMART news</li></ul>
p 4	<ul style="list-style-type: none"><li>• Grants Available to Promote Tourism and Community Programs</li><li>• CCC Board Refers Bond Measure to Voters for Fall Election</li><li>• Parks and Recreation News</li></ul>
p 5	<ul style="list-style-type: none"><li>• New Economic Development Website Promotes Business and Job Growth</li><li>• Councilor’s Corner: Scott Starr</li><li>• 2014 Annual Report Released</li><li>• Recreation and Aquatic Center Task Force Prepares Recommendation</li><li>• Wastewater Treatment Plant Receives National Merit Award</li></ul>
p 6	<ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li></ul>
p 7	<ul style="list-style-type: none"><li>• Charbonneau Utility Projects Added to Long-Term Plan</li><li>• Open House Features Draft Recommendations for Frog Pond Area</li><li>• Vlahos Drive Closed as part of Canyon Creek Road Extension Project</li><li>• Regional Water Partners Look to Willamette River and Water Plant for Long-Term</li></ul>

---

	Supply
	· National Night Out Photos
p 8	· Last Call for Farmers Market
	· 2014 Water Feature Season Ends
	· New Academy to Groom Leaders
	· Antique Appraisal Day
	· Harvest Festival
	· Charbonneau Arts Festival Set for October 25 and 26
	· City Calendar

---

### October 2014 Issue

p 1	· City Celebrates Grand Opening of New Parks and Recreation Office at Town Center Park
	· Mayor’s Message: City Seeks Community Members for Leadership Academy
	· City Initiates Branding Strategy
	· Survey Shows Residents Continue to Enjoy a High Quality of Life and Satisfaction with City Services
p 2	· Barber Street Road Extension and Bridge Construction Starts
	· Library news
p 3	· City Urges Caution in Obscured Intersections
	· Chief Smith Shares Halloween Safety Tips
	· SMART news
p 4	· Water Pipeline Route Options Presented to City Council
	· Willamette Water Supply Project Open Houses
	· Parks and Recreation News
p 5	· OIT Gets Top 10 Ranking in Region
	· Former Wilsonville City Councilor Confirmed as Oregon Tech Trustee
	· Volunteer Spotlight: Ken Rice
	· City Contractor Named Oregon Operator of the Year
	· City Accepting Applications for Clackamas County Tourism Grants
	· Murase Plaza Playground to Receive Update
p 6	· Reports from City Boards and Commissions
p 7	· Help Plan Frog Pond Area’s Future at Open House on October 16
	· Coffee Creek Industrial Area Form-based Code
	· Q & A on the City’s Stormwater Utility Fee: What’s in it for Me?
	· City Staff Donate Supplies to Women Leaving Coffee Creek
	· Proper Use Your Yard Waste Cart
p 8	· CCC Wilsonville Campus Featuring Artwork by Bonnie White
	· Community Center to Host Spa Day and Antique Appraisal Day
	· Harvest Festival
	· Wood Middle School Fundraiser
	· Charbonneau Arts Festival Set for October 25 and 26
	· City Calendar

### November 2014 Issue

- |     |   |
|-----|---|
| p 1 | <ul style="list-style-type: none"><li>• Volunteers Needed for City Boards and Commissions</li><li>• Mayor’s Message: Wilsonville is a Great Place to Live and Work—And We Know It!</li><li>• Roads Open, Detours End and Circulation Improves as Transportation Projects are Completed</li></ul>                                      |
| p 2 | <ul style="list-style-type: none"><li>• Recreation and Aquatic Center</li><li>• Memorial Park Master Plan</li><li>• 1st Annual Spa Day a Success!</li><li>• Parks and Recreation News</li></ul>   |
| p 3 | <ul style="list-style-type: none"><li>• Tips to Be Seen and Be Safe</li><li>• Chief’s Corner - Welcoming Our New School Resource Officer</li><li>• Freeze the Grease—Save the Drain</li><li>• SMART news</li></ul>  |
| p 4 | <ul style="list-style-type: none"><li>• Library News</li></ul>  |
| p 5 | <ul style="list-style-type: none"><li>• Wilsonville Residents Give High Marks to City Services and Quality of Community</li></ul>   |
| p 6 | <ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li></ul>  |
| p 7 | <ul style="list-style-type: none"><li>• Local Ballot Measures</li><li>• Volunteer Spotlight: Andrew KARR</li><li>• City Retains Top Bond Rating Due to Strong Financial Practices</li><li>• City Hires Susan Cole as New Finance Director</li></ul>   |
| p 8 | <ul style="list-style-type: none"><li>• Wilsonville Leaf Drop-Off Day Set for Saturday, November 15</li><li>• Open Houses Set for Willamette Water Supply’s Proposed Pipeline</li><li>• Chamber Hosts 1st Annual Santa’s Winter Wonderland</li><li>• Christmas Decoration Sale Saturday, December 6</li><li>• City Calendar</li></ul> |

### December 2014 Issue

- |     |   |
|-----|---|
| p 1 | <ul style="list-style-type: none"><li>• Barber Street Begins with a Bang</li><li>• Mayor’s Message: Managing Stormwater Protects Property and Environment</li><li>• Charbonneau Arts Festival Donates to High School Arts</li><li>• Town Center Loop East Gets New Buffered-Bike Lanes</li><li>• All Local Ballot Measures Pass Except One; Staff and Lehan Elected</li></ul> |
| p 2 | <ul style="list-style-type: none"><li>• Wilsonville Festival of Arts Looking for Planning Committee Members</li><li>• Metro Seeks Applicants for ‘Nature in Neighborhoods’ conservation Education Grants</li><li>• Library news</li><li>• Volunteer Opportunity to Deliver Meals to Homebound Seniors</li><li>• Volunteer Delivers Meals Since 1995</li></ul>                 |
| p 3 | <ul style="list-style-type: none"><li>• Chief’s Corner – Holiday Shopping Tips</li><li>• Energy Trust Helps Household save While Staying Warm with Free Energy Savings Kits</li><li>• SMART news</li></ul>  |
| p 4 | <ul style="list-style-type: none"><li>• Local Trees Protect and Enhance Water Quality of Streams and Rivers</li><li>• How Can you help? Plant Trees</li><li>• Parks and Recreation Projects Move Forward</li></ul>  |

---

	<ul style="list-style-type: none"><li>• Parks and Recreation News</li></ul>
p 5	<ul style="list-style-type: none"><li>• Mayor Welcomes Delegation from Myanmar on Behalf of Local Manufacturer</li><li>• Councilor’s Corner Richard Goddard</li><li>• Wilsonville Hires New Long-Range Planning Manager</li></ul>
p 6	<ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li></ul>
p 7	<ul style="list-style-type: none"><li>• Council Considers Rate Increase to Replenish Stormwater Fund on Jan. 5</li><li>• Wilsonville Projects Receive Awards and Recognition</li></ul>
p 8	<ul style="list-style-type: none"><li>• Reindeer Romp 5k and Kids Dash</li><li>• Community Tree Lighting and Toy Drive</li><li>• Garden Club Holds Christmas Decoration Sale, Saturday, Dec. 6</li><li>• Chorus to Perform Holiday Concert</li><li>• Get in the Spirit and Help Kids at “Homes for the Holidays”</li><li>• Community Calendar</li></ul>

## E. 2013 The Boones Ferry Messengers Articles

### January 2013 Issue

---

p 1	<ul style="list-style-type: none"><li>• City Welcomes Two New Councilors (City Councilors Fitzgerald and Stevens)</li><li>• Mayor’s Message: 2013 Offers New Opportunities for Community 2013 Projects - Top 10 List</li><li>• Planning Commission and DRB Meetings On Air in January</li><li>• City Says “Thank You” to City Councilor Celia Núñez for her service to the community 2007-2012</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>• 2013 Wilsonville Festival of Arts Applications Now Available Community Center Kitchen Expansion Project Completed</li><li>• Economic Development Task Force Recommends Advisory Vote on Incentive Proposal</li></ul>
p 4	<ul style="list-style-type: none"><li>• Reports from the City Council, DRB and Planning Commission Clackamas Community College Hosts Online Survey</li><li>• Community Calendar</li></ul>

### February 2013 Issue

---

p 1	<ul style="list-style-type: none"><li>• City to Dedicate New SMART Fleet Operations Facility</li><li>• Mayor’s Message: City Works Strategically to Improve Quality of Life</li><li>• SMART Awarded \$2 Million in State Grant Program</li><li>• SMART &amp; City Fleet Operations Center Public Dedication and Open House</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>• Parks and Recreation News</li><li>• The Cost of Speeding</li><li>• Clackamas Community College Presents Artists of Albany</li><li>• OIT Students Invite Public to Forum on Renewable Energy Technology</li></ul>

---

	<ul style="list-style-type: none"><li>· Exercise Tips for the New Year</li></ul>
p 4	<ul style="list-style-type: none"><li>· City Council Seeks Community Input on Proposed Economic Development Incentive Program</li><li>· City of Wilsonville Ballot Measure 3-421 for the Special Election on March 12, 2013</li></ul>
p 5	<ul style="list-style-type: none"><li>· Parking Lot at Memorial Park to See Improvements</li><li>· City is Updating Traffic Signal Controllers on Main Corridors</li><li>· City Working on Several Stormwater and Construction Projects</li><li>· Improvements on Boones Ferry Road to Occur from Norwood Road to Day Road</li><li>· Did You Know?</li></ul>
p 6	<ul style="list-style-type: none"><li>· Reports from the City Council and Planning Commission</li><li>· Boards and Commissions Appointments</li><li>· Community Calendar</li><li>· Community Center Open House</li></ul>

### March 2013 Issue

---

p 1	<ul style="list-style-type: none"><li>· City Sees Near-Record \$125 Million in 2012 Building Activity, with Mostly Private-Sector Investment</li><li>· Mayor’s Message: City’s Growth and Development Are Carefully Thought Out</li><li>· City Council Says “Thank You” to Board and Commission Members</li><li>· March 12 Special Election Ballot Measure 3-421 “Business Incentive Program for Investment and Job Creation by Manufacturers.”</li></ul>
p 2	<ul style="list-style-type: none"><li>· Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>· Parks and Recreation news</li><li>· Library Offers Distinctive Area For Teens</li><li>· Volunteers Plant Trees at Two Wilsonville Parks</li><li>· Transportation System Plan Update Draft Available On-Line</li></ul>
p 4	<ul style="list-style-type: none"><li>· City Council Seeks Community Input on Proposed Economic Development Incentive Program</li><li>· City of Wilsonville Ballot Measure 3-421 for the Special Election on March 12, 2013</li></ul>
p 5	<ul style="list-style-type: none"><li>· Wilsonville and Sherwood Water Partnership Advances</li><li>· Wilsonville to Offer \$25,000 Community Services Opportunity Grant</li><li>· Volunteer Focus: Ray Phelps</li><li>· Councilor Corner: Councilor Richard Goddard</li><li>· Exercise and HIIT</li></ul>
p 6	<ul style="list-style-type: none"><li>· Reports from the City Council, Planning Commission and DRB</li><li>· Community Calendar</li><li>· Wilsonville Community Rummage Sale</li></ul>

### April 2013 Issue

---

p 1	<ul style="list-style-type: none"><li>· Wilsonville Named First “Healthy Eating, Active Living” City in Oregon</li><li>· Mayor’s Message: Aspiring to Be a Healthy</li><li>· Community with Public Planning</li><li>· Celebrate Oregon Arbor Week April 7-13</li></ul>
-----	--

	<ul style="list-style-type: none"><li>• Special Election held March 12 Measure 3-421</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and Smart news</li></ul>
p 3	<ul style="list-style-type: none"><li>• Parks and Recreation News</li><li>• Wastewater Treatment Plant Construction Project Reaches One Year Mark</li><li>• City to Relocate Memorial Park Lift Station</li><li>• Gifts Lift Community Programs Two Wilsonville non-profits received gifts recently to support important community programs.</li><li>• Portland General Electric and Clackamas County Community Connections Team Up on Tree Planting Event</li><li>•</li></ul>
p 4	<ul style="list-style-type: none"><li>• City Employee Selected as Water Operator of the Year</li><li>• Public Works Begins Water System Flushing Program</li><li>• Spring is a Good Time to Change Your Smoke Alarm Battery</li><li>• City Unveils Draft Transportation Plan</li><li>• Tonkin Dealership Schedules 2nd Annual For The Love Of Schools Running Event</li></ul>
p 5	<ul style="list-style-type: none"><li>• City Offers Online Open House on Memorial Park Parking Lot Project</li><li>• Wilsonville to Offer \$25,000 Community Services Opportunity Grant Program</li><li>• Volunteer Focus: Hilly Alexander</li><li>• April is Stress Awareness Month</li><li>• City Councilor Susie Stevens Participates in March for Meals Campaign</li></ul>
p 6	<ul style="list-style-type: none"><li>• Reports from the City Council, Planning Commission and DRB Community Calendar</li><li>• 2nd Annual Boeckman Creek Primary School Bazaar</li></ul>

### May 2013 Issue

p 1	<ul style="list-style-type: none"><li>• International Call-Center to Relocate Over 1,000 Jobs to Wilsonville</li><li>• Mayor's Message: Wilsonville is "a-happenin'" Place</li><li>• Community Members Join Forces During W.E.R.K. Day Clean-up Activities</li><li>• Bulky Waste Day Scheduled for May 11 Republic Services</li><li>• Wilsonville Festival of Arts Ad</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>• Parks and Recreation News</li><li>• City Hires New Parks and Recreation Director</li><li>• Library Seeks Volunteers to Help with Heritage Collection</li><li>• City Works with Other Agencies on Wildfire Protection Plan</li><li>• Library Board Vacancy</li></ul>
p 4	<ul style="list-style-type: none"><li>• Construction Begins On Villebois Piazza</li><li>• May is National Bike Month</li><li>• Important Bike Riding Tips</li><li>• Volunteer Focus: Eric Bohard</li><li>• Wilsonville Police Officers Receive Life Saving Award</li><li>• Auto Dealer to Host Annual Run to Benefit Schools</li></ul>
p 5	<ul style="list-style-type: none"><li>• Reports from the City Council, Planning Commission and DRB</li><li>• Council Corner: Scott Starr</li><li>• News from the Planning Division</li></ul>

---

	<ul style="list-style-type: none"><li>• Legend at Villebois Park Celebration</li><li>• Metro Schedules 3<sup>rd</sup> Annual Regional Trails Fair</li></ul>
p 6	<ul style="list-style-type: none"><li>• Wilsonville Designated Tree City USA for 15<sup>th</sup> Consecutive Year</li><li>• City of Wilsonville Incorporates Smarter Traffic Signal Controllers</li><li>• City Provides New “Projects Around the City” Webpage</li><li>• Community Calendar</li></ul>

---

### June 2013 Issue

---

1	<ul style="list-style-type: none"><li>• Better Public Transit Service at Lower Cost SMART “Transit Integration” Project Seeks Public Input</li><li>• Mayor’s Message: City Council Sets Goals</li><li>• City Presents Grant Awards to Community Groups</li><li>• Summer Events Posters Inside this Issue!</li></ul>
2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
3	<ul style="list-style-type: none"><li>• Parks and Recreation news</li><li>• Reports from City Boards and Commissions</li></ul>
4	<ul style="list-style-type: none"><li>• School District Seeks Urban Growth Boundary Amendment for New Schools, City Park</li><li>• Planning a Deck or Outbuilding? Check First to Avoid Complications</li><li>• Proper Use of Pesticides and Herbicides Important to Protect Human Health, Water Quality</li><li>• Community Calendar</li></ul>
Insert	<ul style="list-style-type: none"><li>• Summer Events Posters</li></ul>

---

### July - August 2013 Issue

---

p 1	<ul style="list-style-type: none"><li>• City Council Praises Retiring Police Chief Nick Watt</li><li>• Summer Starts with Famers Market, Water Features and More</li><li>• Wilsonville Company Honored as a ‘Small Business of the Year’</li><li>• Mayor’s Message: Council and Planning Commission to Review Long-Term Policy Issues</li><li>• Summer Events Poster Ad</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>• New Police Chief Rhodes Assumes Command</li><li>• Wilsonville Delegation to Visit Sister City Kitakata</li><li>• City Volunteer Profile: Alan Steiger</li><li>• Wilsonville Festival of Art presents art, music and culture (pictures)</li></ul>
p 4	<ul style="list-style-type: none"><li>• Wilsonville Construction Update: Grahams Ferry Road Slated for 10-Day Closure this Summer</li><li>• Community Volunteers Pitch-in to Help on WERK Day</li><li>• City Advances Voter-Approved Economic Development “TIF Zone Incentive Program</li><li>• Dog Walkers Reminded to Use a Leash In City Parks</li></ul>
p 5	<ul style="list-style-type: none"><li>• Parks and Recreation News</li></ul>
p 6	<ul style="list-style-type: none"><li>• Reports from City’s Boards and Commissions</li></ul>

---

- 
- p 7
- City to Engage in “Climate Smart Communities” Effort
  - City Council and Planning Commission to Review City’s Housing Needs
  - City Council Continues Public Hearing to Consider Solid-Waste Collection Rate Increase
  - Is your lawn chemical free? Ad
- 
- p 8
- OSU Extension Service Hosts July community Open House, Offers Local ”Ag Research” Tours All Summer
  - Tribes Host ”Gathering of Oregon’s First Nations” in July
  - City Host Neighborhood Barbecue Gatherings
  - Community Calendar

### September 2013 Issue

- 
- p 1
- Councilors Present Hear of the City Volunteer Award (Jerry Greenfield)
  - World of Speed to Open Motorsports Exposition in Wilsonville
  - City Expands SMART Transit Service to Accommodate Schedules of New Major Employer and University
  - Mayor’s Message: City Thanks Volunteers, Moves on Economic Development Issues
- 
- p 2
- Library and SMART news
- 
- p 3
- World of Speed to Open (continued from page 1)
  - City Expands SMART Transit Service (continued from page 1)
- 
- p 4
- Photos of Summer Event at Town Center Park
  - Parks and Rec News
- 
- p 5
- Improvements Coming to Memorial Park Parking Lot
- 
- p 6
- Reports from Boards and Commissions
- 
- p 7
- City Appoints New Economic Development Manager
  - Chamber Now Provides Online Resource
  - Clackamas County Tourism Accepting Grant Applications to Promote ‘Oregon’s Mt Hood Territory’
  - City Wins Financial Reporting Award
  - Utility Assistance is Available
- 
- p 8
- City Swings Into Action to Save Bees from Misapplied Pesticide on Flowering Trees at Shopping Center
  - Music Group Seeks New Members
  - Safely Disposing of Unwanted Medications is Easy Now
  - Community Calendar

### October 2013 Issue

- 
- p 1
- Wilsonville Delegation Visits Japanese Sister City
  - City Wins Community Development Award
  - City Council to Consider Creating TIF Zone Urban Renewal Districts
  - Mayor’s Message: City Plan for New Areas with Public Input and Guidance
  - SMART Seeks Public Input with Online Open House on Transit Services with the Wilsonville to Portland I-5 Corridor
- 
- p 2
- Library and SMART news

p 3	<ul style="list-style-type: none"><li>• Kitakata Students to Visit Wilsonville in October</li><li>• Photos from Kitakata Trip</li><li>• October Deadline for Tourism Community Grant Program</li><li>• Boones Ferry Road Work Update</li></ul>
p 4	<ul style="list-style-type: none"><li>• NW Supply Chain Conference Offers Business Opportunities</li><li>• “OktoberPest” Pest Management Workshops</li><li>• Businesses Focus on Workforce</li><li>• Parks and Rec News</li></ul>
p 5	<ul style="list-style-type: none"><li>• Reports from Boards and Commissions</li><li>• City Forms Urban Renewal Strategic Plan Task Force, Plans to Hold Open House</li><li>• Tualatin and Wilsonville City Councils to Hold Joint Meeting</li><li>• Library Board Elects Officers, Works on Strategic Plan</li></ul>
p 6	<ul style="list-style-type: none"><li>• SMART Conducting Online Open House on Transit Services Within the Wilsonville to Portland I-5 Corridor</li><li>• Stream to Host Wilsonville Job Fair</li><li>• Public Invited to Piazza Villebois Dedication Ceremony</li><li>• ‘Hiring Our Heroes’ Veterans Job Fair</li><li>• Community Calendar</li></ul>

### November 2013 Issue

p 1	<ul style="list-style-type: none"><li>• A Day to Recognize that “America Recycles”</li><li>• Task Forces Look Strategically at Tourism and Urban Renewal in Wilsonville for Future Growth</li><li>• City Receives Award for Wastewater Treatment Project</li><li>• Mayor’s Message: City Advances Many Efforts with Volunteer Guidance</li></ul>
p 2	<ul style="list-style-type: none"><li>• Library and SMART news</li></ul>
p 3	<ul style="list-style-type: none"><li>• Metro Council Unanimously Approves Wilsonville School Boundary Expansion Request</li><li>• Wilsonville Welcomes Student Delegation from Japan</li><li>• Businesses Celebrate Grand Openings in Wilsonville</li></ul>
p 4	<ul style="list-style-type: none"><li>• Ribbon-Cutting and Remembering: Wilsonville’s Villebois Community Integrates Housing for Mentally Ill</li><li>• Parks and Rec</li></ul>
p 5	<ul style="list-style-type: none"><li>• Reports from City Boards and Commissions</li><li>• City Boards Seek Volunteers</li><li>• Nature in Neighborhoods Conservation Grants Available</li><li>• Clackamas County Announces HEAL Grants to Promote Community Health</li></ul>
p 6	<ul style="list-style-type: none"><li>• Leaf Collection Day</li><li>• Rein Deer Rom</li><li>• The Ballad of Cate Parks’ on Display at CCC Wilsonville</li><li>• Oregon Passenger Rail Open House to Look at Alternatives</li><li>• Community Calendar</li></ul>

### December 2013 Issue

p 1	<ul style="list-style-type: none"><li>• New Major Employer Celebrates Grand Opening</li></ul>
-----	---

---

	<ul style="list-style-type: none"><li>· Local Family Business Recognized by OSU for Excellence</li><li>· Wilsonville Douglas-Fir Accepted as a State Heritage Tree</li><li>· Mayor’s Message: City Advances Range of Issues</li></ul>
p 2	<ul style="list-style-type: none"><li>· Library and SMART News</li></ul>
p 3	<ul style="list-style-type: none"><li>· Wilsonville Medical Products Manufacturer Receives “Top Innovation Award” for Revolutionary</li><li>· Wilsonville Host Student Delegation from Japan</li><li>· Major Capital Projects Update</li></ul>
p 4	<ul style="list-style-type: none"><li>· Oregon Tech Fall Enrollment Increases 10 Percent</li><li>· Park and Rec Panel</li></ul>
p 5	<ul style="list-style-type: none"><li>· Cold Weather &amp; Winter Holiday Preparation Ideas</li><li>· 2014 Emergency Preparedness Calendars Now Available</li><li>· Don’t Let Grease Clogs Ruin Your Holidays</li><li>· Tips for Home, Landscape and Sprinkler Winterization</li></ul>
p 6	<ul style="list-style-type: none"><li>· Reports from City Boards and Commissions</li><li>· Planning Commission Looks at Community’s Housing Needs</li></ul>
p 7	<ul style="list-style-type: none"><li>· Wilsonville Tourism Development Strategy Advances</li><li>· Tourism Development Strategy Task Force Members</li><li>· Tourism Meeting Reviewed Internet Marketing and Other Issues</li><li>· Parks and Rec Board Update</li><li>· Parks and Rec Grants Applications Due in Early 2014</li><li>· Library Conducts Strategic Planning to Improve Services</li></ul>
p 8	<ul style="list-style-type: none"><li>· Reindeer Romp</li><li>· City Council to Consider Water Rates Structure and Rates</li><li>· Holiday Sponsors Needed to “Adopt a Family”</li><li>· Volunteers Needed for 2014 Wilsonville Festival of Arts</li></ul>

---

## **F. Relevant Awareness Days, Weeks and Months**

### **January**

- National Volunteer Blood Donor Month
- National Mentoring Month
- Staying Healthy Month
- Winter Storm Preparation

### **February**

- Black History Month
- Go Direct' Month

### **March**

- American Red Cross Month
- March for Meals
- The Great American Cleanup
- National Women's History Month
- Tornadoes; Tsunami Awareness

### **April**

- Volunteer Appreciation Month
- Arbor Week
- National 9-1-1 Education Month
- National Financial Literacy Month
- Parkinson's Awareness Month
- Child Abuse Prevention
- Earth Day

### **May**

- National Public Works Week
- National Bike Month
- National Drinking Water Week
- Tourism Month
- National Police Week;

### **June**

- Flag Day
- National CPR & AED Awareness Week

### **July/August**

- National Picnic Month
- Fire Safety Awareness)
- Heat Wave
- Water Conservation
- Annual National Night Out

### **September**

- Back to School Activities
- National Preparedness Month
- Banned Book Week (Last week)
- Deaf Awareness Week
- Citizenship Day

### **October**

- National Arts and Humanities Month
- Great Shakeout (earthquake preparedness)
- Crime Prevention Month
- Celebrate Safe Communities
- Fire Prevention Week – NFPA
- America's Safe Schools Week
- National School Bus Safety Week
- Make a Difference Day
- Manufacturing Month
- Cyber Security Awareness Month;

### **November**

- Veterans Day
- America Recycles Day
- National Hunger and Homelessness Awareness Week

### **December**

- Winter Storm Awareness

## **G. 2014-2013 Chief's Corner, Volunteers and Councilors Corner Articles**

### **February 2015**

- Chief's Corner: ID Theft Prevention
- Volunteer Spotlight: Wes Morris

### **January 2015**

- Chief's Corner: Inclement Weather Driving Tips
- Councilor's Corner: Susie Stevens

### **December 2014**

- Chief's Corner: Holiday Shopping Tips
- Councilor's Corner: Richard Goddard

### **November 2014**

- Chief's Corner: New School Resource Officer
- Volunteer Spotlight: Andrew Karr

### **October 2014**

- Chief's Corner: Halloween Safety
- Volunteer Spotlight: Ken Rice

### **September 2014**

- Chief's Corner: Back-to-School Safety
- Councilor's Corner: Scott Starr

### **July/August 2014**

- Chief's Corner: National Night Out
- Volunteer Spotlight: Ben Altman

### **June 2014**

- Chief's Corner: Summer Safety Tips
- Volunteer Spotlight: Mary Fierros Bower

### **May 2014**

- Chief's Corner: Bike Safety Tips
- Councilor's Corner: Julie Fitzgerald

### **April 2014**

- Volunteer Spotlight: Hilly Alexander, Dick Spence, Gale Lasko, Alan Steiger, Helen Meade

### **Jan. to Mar. 2014**

- Chief's Corner: N/A
- Councilor's Corner: N/A

### **Sep. to Dec. 2013**

- Chief's Corner: N/A
- Councilor's Corner: N/A

### **July/August 2013**

- Volunteer Spotlight: Alan Steiger

### **June 2013**

- Chief's Corner: N/A
- Councilor's Corner: N/A

### **May 2013**

- Volunteer Spotlight: Eric Bohard
- Councilor's Corner: Scott Starr

### **April 2013**

- Volunteer Spotlight: Hilly Alexander

### **March 2013**

**Councilor's Corner: Richard Goddard**

### **Jan. to Feb. 2013**

- Chief's Corner: N/A
- Councilor's Corner: N/A

## **H. 2015 Chief's Corner, Volunteers and Councilors Corner Articles**

### **January 2015**

- Councilor's Corner: Susie Stevens
- Chief's Corner: Inclement Weather Driving Tips

### **February 2015**

- Chief's Corner: Identity Theft Prevention Tips
- Volunteer Spotlight: Library Board Member: Caroline Berry

### **March 2015**

- Chief's Corner: Common Violations
- Volunteer Spotlight: TBD

### **April 2015**

- Chief's Corner: TBD
- Councilor's Corner: Charlotte Lehan

### **May 2015**

- Chief's Corner: Bike Safety Tips
- Volunteer Spotlight: Development Review Board Panel A Chair

### **June 2015**

- Chief's Corner: Summer Safety Tips
- Volunteer Spotlight: Planning Commission Chair

### **July/August 2015**

- Chief's Corner: National Night Out
- Volunteer Spotlight: Development Review Board Panel B Chair

### **September 2015**

- Chief's Corner: Back-to-School Safety
- Councilor's Corner: Julie Fitzgerald

### **October 2015**

- Chief's Corner: Halloween Safety
- Volunteer Spotlight: Parks and Recreation Board Chair

### **November 2015**

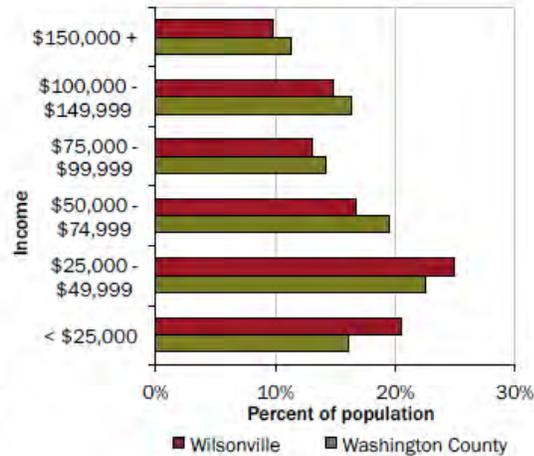
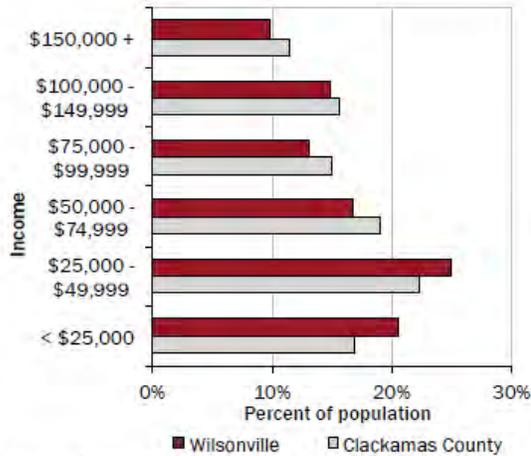
- Chief's Corner: TBD
- Councilor's Corner: Scott Starr

### **December 2015**

- Chief's Corner: Holiday Shopping Tips
- Volunteer Spotlight: TBD

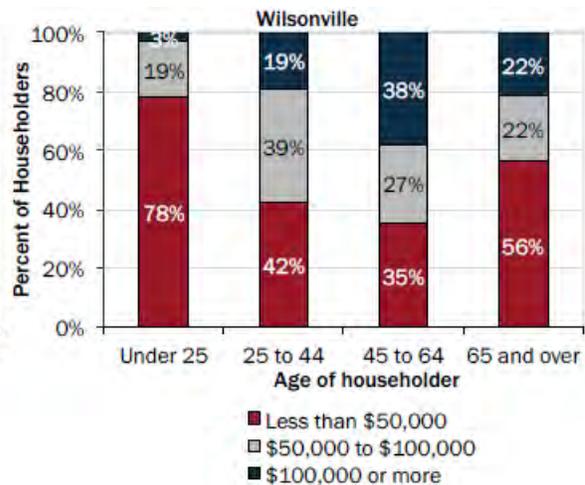
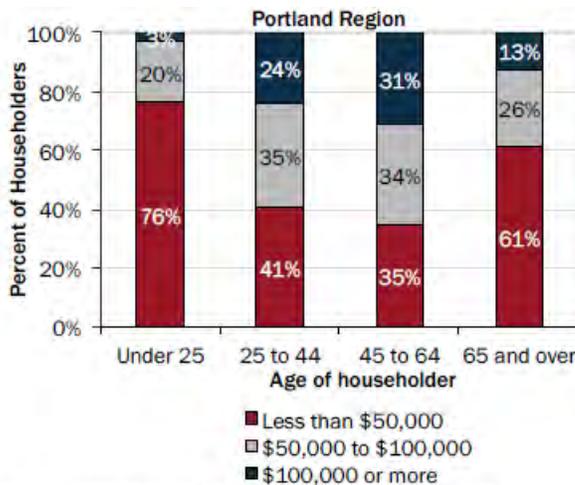
## I. Demographics Important Facts

- 62.8% of the total population is in the prime working ages of 20 - 64, higher than the national average of 52.9%.
- The median age in Wilsonville is 36.2 compared to 47.4 in the State of Oregon.
- Sex: 46.6% male and 53.4% female
- Race: 79.4% White, 12.1% Hispanic, 1.4% Black, 3.8% Asian, and 3.3% other
- The income per capita in 2011 was \$30,187, well above the Oregon average of \$26,561.
- Median household income in 2011 was \$55,316, well above the Oregon average of \$49,850.
- Wilsonville resident's educational attainment (population 25 and older) for those who have bachelor's degrees or higher is 25.9%, exceeding the Portland average of 22%.
- The median house value is \$335,365.
- The median gross rent is \$912 per month.



Source: American Community Survey 2007-2011, B19001.

Note: The income data was gathered in 2007-2011. Respondents were asked to report their income for the previous year. All incomes are reported in 2011 dollars.

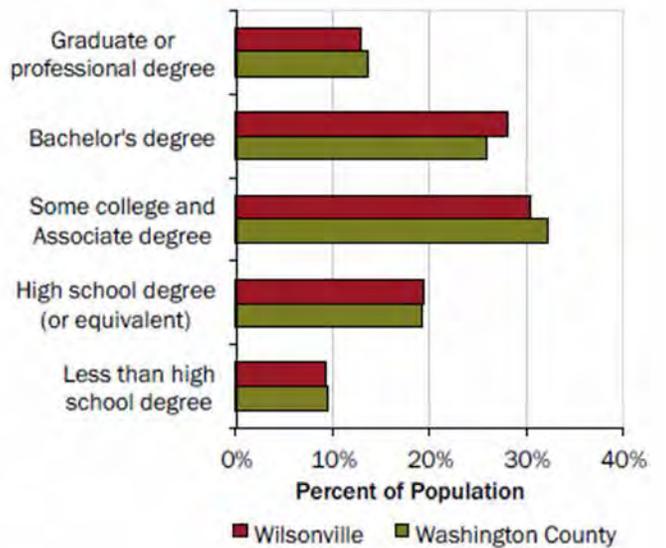
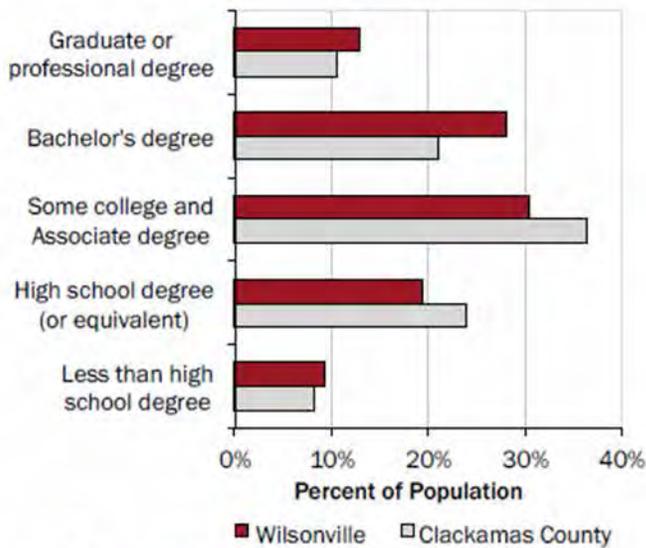


Source: 2007-2011 American Community Survey B19037

AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD, 2010



PERCENT OF HOUSEHOLDS THAT ARE SINGLE-PERSON, 2010

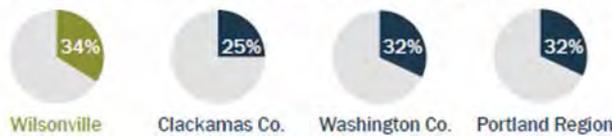


Source: American Community Survey 2007-2011 B15002

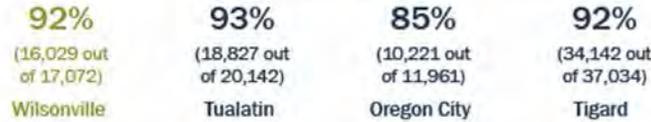
MEDIAN AGE, 2010



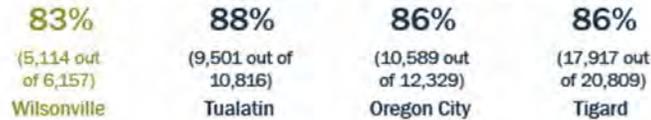
PERCENT OF RESIDENTS WHO ARE 18-39 YEARS OLD, 2010



PERCENT OF WORKERS WHO COMMUTE IN, 2010

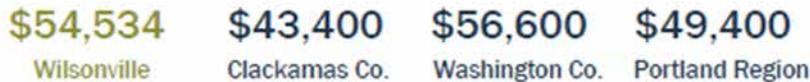


PERCENT OF WORKING RESIDENTS WHO COMMUTE OUT, 2010



AVERAGE PAY PER EMPLOYEE, 2011

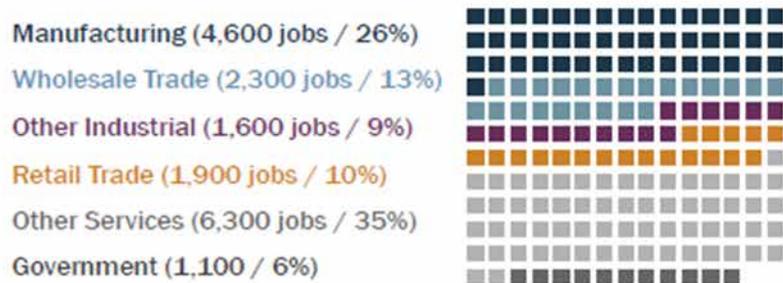
Source: Oregon Employment Department, Quarterly Census of Employment and Wages



6 out of Wilsonville's 10 largest employers are manufacturers.

WILSONVILLE JOBS BY SECTOR OF FIRM, 2011

1 square represents 100 jobs. Source: Oregon Employment Department, Quarterly Census of Employment and Wages

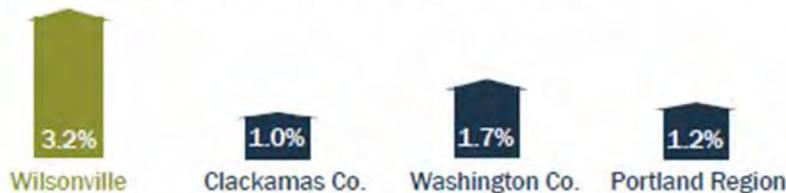


AVERAGE PAY PER EMPLOYEE, WILSONVILLE, 2011

Source: Oregon Employment Department, QCEW



AVERAGE POPULATION GROWTH PER YEAR, 2000-2012



POPULATION, 2012

Source: Portland State University, Population Research Center



Subject	Wilsonville city, Oregon					
	Occupied housing units		Owner-occupied housing units		Renter-occupied housing units	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Occupied housing units	7,795	+/-308	3,673	+/-261	4,122	+/-312
<b>HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2012 INFLATION-ADJUSTED DOLLARS)</b>						
Less than \$5,000	2.2%	+/-1.5	1.0%	+/-1.5	3.3%	+/-2.2
\$5,000 to \$9,999	5.3%	+/-2.0	3.0%	+/-2.4	7.3%	+/-3.3
\$10,000 to \$14,999	3.3%	+/-1.7	0.7%	+/-0.8	5.6%	+/-3.0
\$15,000 to \$19,999	4.8%	+/-1.8	1.3%	+/-1.0	8.0%	+/-3.5
\$20,000 to \$24,999	4.3%	+/-1.8	2.3%	+/-1.5	6.1%	+/-3.1
\$25,000 to \$34,999	9.3%	+/-2.8	4.5%	+/-2.5	13.5%	+/-4.9
\$35,000 to \$49,999	16.4%	+/-3.0	11.1%	+/-3.5	21.1%	+/-4.6
\$50,000 to \$74,999	17.3%	+/-3.0	15.7%	+/-3.5	18.6%	+/-4.6
\$75,000 to \$99,999	12.3%	+/-2.9	15.7%	+/-4.4	9.2%	+/-3.7
\$100,000 to \$149,999	15.3%	+/-2.7	26.8%	+/-4.6	5.0%	+/-2.6
\$150,000 or more	9.6%	+/-2.2	18.0%	+/-3.7	2.2%	+/-2.3
Median household income (dollars)	55,443	+/-3,411	91,114	+/-10,407	37,342	+/-3,775
<b>MONTHLY HOUSING COSTS</b>						
Less than \$100	0.0%	+/-0.4	0.0%	+/-0.9	0.0%	+/-0.8
\$100 to \$199	0.4%	+/-0.5	0.0%	+/-0.9	0.8%	+/-0.9
\$200 to \$299	0.7%	+/-0.6	0.9%	+/-1.0	0.5%	+/-0.6
\$300 to \$399	0.8%	+/-0.8	1.4%	+/-1.6	0.3%	+/-0.5
\$400 to \$499	1.8%	+/-1.0	3.8%	+/-2.0	0.0%	+/-0.8
\$500 to \$599	3.3%	+/-1.3	5.5%	+/-2.5	1.4%	+/-1.1
\$600 to \$699	3.8%	+/-1.1	5.5%	+/-2.0	2.2%	+/-1.3
\$700 to \$799	10.8%	+/-2.7	4.1%	+/-1.8	16.8%	+/-4.5
\$800 to \$899	11.5%	+/-2.9	3.4%	+/-1.7	18.7%	+/-5.2
\$900 to \$999	11.4%	+/-2.5	2.3%	+/-1.4	19.5%	+/-4.6
\$1,000 to \$1,499	20.3%	+/-3.7	9.7%	+/-2.8	29.8%	+/-6.3
\$1,500 to \$1,999	12.6%	+/-3.0	21.0%	+/-4.4	5.1%	+/-3.4
\$2,000 or more	21.7%	+/-2.9	42.5%	+/-4.7	3.2%	+/-1.8
No cash rent	0.9%	+/-0.9	(X)	(X)	1.7%	+/-1.7
Median (dollars)	1,108	+/-70	1,777	+/-128	943	+/-32
<b>MONTHLY HOUSING COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS</b>						
Less than \$20,000	14.3%	+/-3.3	5.9%	+/-2.8	21.7%	+/-5.1
Less than 20 percent	0.0%	+/-0.4	0.0%	+/-0.9	0.0%	+/-0.8
20 to 29 percent	0.7%	+/-0.5	0.0%	+/-0.9	1.4%	+/-1.0
30 percent or more	13.5%	+/-3.3	5.9%	+/-2.8	20.4%	+/-5.2
\$20,000 to \$34,999	13.6%	+/-2.8	6.8%	+/-2.7	19.6%	+/-4.7
Less than 20 percent	0.5%	+/-0.5	1.0%	+/-1.1	0.0%	+/-0.8
20 to 29 percent	1.4%	+/-1.0	1.6%	+/-1.8	1.2%	+/-1.1
30 percent or more	11.7%	+/-2.8	4.2%	+/-2.0	18.4%	+/-4.6
\$35,000 to \$49,999	16.4%	+/-3.0	11.1%	+/-3.5	21.1%	+/-4.6
Less than 20 percent	2.9%	+/-1.4	4.2%	+/-2.3	1.8%	+/-1.7
20 to 29 percent	8.3%	+/-2.4	3.0%	+/-1.9	13.1%	+/-4.3
30 percent or more	5.2%	+/-1.7	3.9%	+/-1.8	6.2%	+/-2.5
\$50,000 to \$74,999	17.3%	+/-3.0	15.7%	+/-3.5	18.6%	+/-4.6
Less than 20 percent	6.4%	+/-1.6	3.8%	+/-1.8	8.7%	+/-2.7
20 to 29 percent	6.2%	+/-2.2	2.0%	+/-1.3	10.0%	+/-3.8
30 percent or more	4.7%	+/-1.5	10.0%	+/-3.2	0.0%	+/-0.8
\$75,000 or more	37.2%	+/-3.7	60.5%	+/-4.8	16.4%	+/-4.5
Less than 20 percent	23.8%	+/-3.0	33.8%	+/-4.4	14.8%	+/-4.1
20 to 29 percent	7.8%	+/-1.8	15.1%	+/-3.5	1.3%	+/-1.1
30 percent or more	5.6%	+/-1.8	11.6%	+/-3.5	0.3%	+/-0.5
Zero or negative income	0.4%	+/-0.3	0.0%	+/-0.9	0.8%	+/-0.7
No cash rent	0.9%	+/-0.9	(X)	(X)	1.7%	+/-1.7
<b>PERCENT IMPUTED</b>						
Tenure	0.6%	(X)	(X)	(X)	(X)	(X)
Monthly housing costs	(X)	(X)	28.3%	(X)	(X)	(X)
Gross rent	(X)	(X)	(X)	(X)	19.9%	(X)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Subject	Wilsonville city, Oregon					
	Occupied housing units		Owner-occupied housing units		Renter-occupied housing units	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Occupied housing units	7,795	+/-308	3,673	+/-281	4,122	+/-312
<b>HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2012 INFLATION-ADJUSTED DOLLARS)</b>						
Less than \$5,000	2.2%	+/-1.5	1.0%	+/-1.5	3.3%	+/-2.2
\$5,000 to \$9,999	5.3%	+/-2.0	3.0%	+/-2.4	7.3%	+/-3.3
\$10,000 to \$14,999	3.3%	+/-1.7	0.7%	+/-0.8	5.8%	+/-3.0
\$15,000 to \$19,999	4.8%	+/-1.8	1.3%	+/-1.0	8.0%	+/-3.5
\$20,000 to \$24,999	4.3%	+/-1.8	2.3%	+/-1.5	6.1%	+/-3.1
\$25,000 to \$34,999	9.3%	+/-2.8	4.5%	+/-2.5	13.5%	+/-4.9
\$35,000 to \$49,999	16.4%	+/-3.0	11.1%	+/-3.5	21.1%	+/-4.6
\$50,000 to \$74,999	17.3%	+/-3.0	15.7%	+/-3.5	18.8%	+/-4.6
\$75,000 to \$99,999	12.3%	+/-2.9	15.7%	+/-4.4	9.2%	+/-3.7
\$100,000 to \$149,999	15.3%	+/-2.7	26.8%	+/-4.6	5.0%	+/-2.6
\$150,000 or more	9.6%	+/-2.2	18.0%	+/-3.7	2.2%	+/-2.3
Median household income (dollars)	55,443	+/-3,411	91,114	+/-10,407	37,342	+/-3,775
<b>MONTHLY HOUSING COSTS</b>						
Less than \$100	0.0%	+/-0.4	0.0%	+/-0.9	0.0%	+/-0.8
\$100 to \$199	0.4%	+/-0.5	0.0%	+/-0.9	0.8%	+/-0.9
\$200 to \$299	0.7%	+/-0.6	0.9%	+/-1.0	0.5%	+/-0.6
\$300 to \$399	0.8%	+/-0.8	1.4%	+/-1.6	0.3%	+/-0.5
\$400 to \$499	1.8%	+/-1.0	3.8%	+/-2.0	0.0%	+/-0.8
\$500 to \$599	3.3%	+/-1.3	5.5%	+/-2.5	1.4%	+/-1.1
\$600 to \$699	3.8%	+/-1.1	5.5%	+/-2.0	2.2%	+/-1.3
\$700 to \$799	10.8%	+/-2.7	4.1%	+/-1.8	16.8%	+/-4.5
\$800 to \$899	11.5%	+/-2.9	3.4%	+/-1.7	18.7%	+/-5.2
\$900 to \$999	11.4%	+/-2.5	2.3%	+/-1.4	19.5%	+/-4.6
\$1,000 to \$1,499	20.3%	+/-3.7	9.7%	+/-2.8	29.8%	+/-6.3
\$1,500 to \$1,999	12.6%	+/-3.0	21.0%	+/-4.4	5.1%	+/-3.4
\$2,000 or more	21.7%	+/-2.9	42.5%	+/-4.7	3.2%	+/-1.8
No cash rent	0.9%	+/-0.9	(X)	(X)	1.7%	+/-1.7
Median (dollars)	1,108	+/-70	1,777	+/-128	943	+/-32
<b>MONTHLY HOUSING COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS</b>						
Less than \$20,000	14.3%	+/-3.3	5.9%	+/-2.8	21.7%	+/-5.1
Less than 20 percent	0.0%	+/-0.4	0.0%	+/-0.9	0.0%	+/-0.8
20 to 29 percent	0.7%	+/-0.5	0.0%	+/-0.9	1.4%	+/-1.0
30 percent or more	13.5%	+/-3.3	5.9%	+/-2.8	20.4%	+/-5.2
\$20,000 to \$34,999	13.6%	+/-2.8	6.8%	+/-2.7	19.6%	+/-4.7
Less than 20 percent	0.5%	+/-0.5	1.0%	+/-1.1	0.0%	+/-0.8
20 to 29 percent	1.4%	+/-1.0	1.6%	+/-1.8	1.2%	+/-1.1
30 percent or more	11.7%	+/-2.8	4.2%	+/-2.0	18.4%	+/-4.6
\$35,000 to \$49,999	16.4%	+/-3.0	11.1%	+/-3.5	21.1%	+/-4.6
Less than 20 percent	2.9%	+/-1.4	4.2%	+/-2.3	1.8%	+/-1.7
20 to 29 percent	8.3%	+/-2.4	3.0%	+/-1.9	13.1%	+/-4.3
30 percent or more	5.2%	+/-1.7	3.9%	+/-1.8	6.2%	+/-2.5
\$50,000 to \$74,999	17.3%	+/-3.0	15.7%	+/-3.5	18.8%	+/-4.6
Less than 20 percent	6.4%	+/-1.6	3.8%	+/-1.8	8.7%	+/-2.7
20 to 29 percent	6.2%	+/-2.2	2.0%	+/-1.3	10.0%	+/-3.8
30 percent or more	4.7%	+/-1.5	10.0%	+/-3.2	0.0%	+/-0.8
\$75,000 or more	37.2%	+/-3.7	60.5%	+/-4.8	16.4%	+/-4.5
Less than 20 percent	23.8%	+/-3.0	33.8%	+/-4.4	14.8%	+/-4.1
20 to 29 percent	7.8%	+/-1.8	15.1%	+/-3.5	1.3%	+/-1.1
30 percent or more	5.6%	+/-1.8	11.6%	+/-3.5	0.3%	+/-0.5
Zero or negative income	0.4%	+/-0.3	0.0%	+/-0.9	0.8%	+/-0.7
No cash rent	0.9%	+/-0.9	(X)	(X)	1.7%	+/-1.7
<b>PERCENT IMPUTED</b>						
Tenure	0.6%	(X)	(X)	(X)	(X)	(X)
Monthly housing costs	(X)	(X)	28.3%	(X)	(X)	(X)
Gross rent	(X)	(X)	(X)	(X)	19.9%	(X)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Subject	Wilsonville city, Oregon					
	Occupied housing units		Owner-occupied housing units		Renter-occupied housing units	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Occupied housing units	7,795	+/-308	3,673	+/-261	4,122	+/-312
<b>HOUSEHOLD SIZE</b>						
1-person household	34.5%	+/-3.4	21.0%	+/-4.2	46.6%	+/-5.8
2-person household	32.5%	+/-4.0	34.7%	+/-4.6	30.5%	+/-5.6
3-person household	16.1%	+/-3.1	19.4%	+/-4.2	13.2%	+/-4.6
4-or-more-person household	16.9%	+/-2.4	24.9%	+/-4.2	9.7%	+/-3.7
<b>OCCUPANTS PER ROOM</b>						
1.00 or less occupants per room	96.5%	+/-1.7	98.9%	+/-0.9	94.3%	+/-3.4
1.01 to 1.50 occupants per room	3.3%	+/-1.7	0.7%	+/-0.7	5.7%	+/-3.4
1.51 or more occupants per room	0.2%	+/-0.3	0.4%	+/-0.6	0.0%	+/-0.8
<b>HOUSEHOLD TYPE (INCLUDING LIVING ALONE) AND AGE OF HOUSEHOLDER</b>						
Family households	58.5%	+/-3.8	76.3%	+/-4.2	42.5%	+/-6.3
Married-couple family	44.7%	+/-3.6	66.6%	+/-4.8	25.1%	+/-5.5
Householder 15 to 34 years	9.9%	+/-2.6	7.3%	+/-2.6	12.2%	+/-4.6
Householder 35 to 64 years	25.6%	+/-3.0	43.1%	+/-5.2	10.0%	+/-3.7
Householder 65 years and over	9.2%	+/-1.7	16.3%	+/-3.3	2.9%	+/-1.3
Other family	13.8%	+/-3.1	9.7%	+/-3.0	17.4%	+/-5.2
Male householder, no wife present	2.6%	+/-1.4	0.8%	+/-0.9	4.2%	+/-2.5
Householder 15 to 34 years	0.6%	+/-0.7	0.0%	+/-0.9	1.0%	+/-1.3
Householder 35 to 64 years	1.9%	+/-1.2	0.8%	+/-0.9	2.9%	+/-2.3
Householder 65 years and over	0.2%	+/-0.3	0.0%	+/-0.9	0.3%	+/-0.5
Female householder, no husband present	11.2%	+/-2.6	8.9%	+/-3.0	13.2%	+/-4.4
Householder 15 to 34 years	2.8%	+/-1.7	0.4%	+/-0.7	5.0%	+/-3.0
Householder 35 to 64 years	8.2%	+/-2.3	8.2%	+/-2.8	8.2%	+/-3.6
Householder 65 years and over	0.2%	+/-0.3	0.4%	+/-0.5	0.0%	+/-0.8
Nonfamily households	41.5%	+/-3.8	23.7%	+/-4.2	57.5%	+/-6.3
Householder living alone	34.5%	+/-3.4	21.0%	+/-4.2	46.6%	+/-5.8
Householder 15 to 34 years	7.3%	+/-2.3	0.7%	+/-1.0	13.1%	+/-4.4
Householder 35 to 64 years	14.8%	+/-2.8	9.1%	+/-3.7	19.8%	+/-4.5
Householder 65 years and over	12.5%	+/-1.9	11.1%	+/-2.7	13.7%	+/-3.0
Householder not living alone	7.0%	+/-2.7	2.7%	+/-1.6	10.9%	+/-5.0
Householder 15 to 34 years	4.2%	+/-2.2	0.0%	+/-0.9	8.0%	+/-4.1
Householder 35 to 64 years	2.1%	+/-1.4	1.3%	+/-1.0	2.9%	+/-2.5
Householder 65 years and over	0.7%	+/-0.5	1.4%	+/-1.1	0.0%	+/-0.8
<b>FAMILY TYPE AND PRESENCE OF OWN CHILDREN</b>						
With related children under 18 years	30.3%	+/-3.0	36.6%	+/-4.7	24.7%	+/-5.0
With own children under 18 years	29.1%	+/-3.1	35.5%	+/-4.6	23.5%	+/-5.1
Under 6 years only	7.2%	+/-1.9	5.6%	+/-2.3	8.6%	+/-3.3
Under 6 years and 6 to 17 years	5.1%	+/-1.6	5.9%	+/-2.6	4.4%	+/-2.6
6 to 17 years only	16.8%	+/-2.8	23.9%	+/-4.2	10.5%	+/-3.9
No own children under 18 years	1.2%	+/-0.8	1.2%	+/-1.0	1.2%	+/-1.2
No related children under 18 years	69.7%	+/-3.0	63.4%	+/-4.7	75.3%	+/-5.0
<b>PERCENT IMPUTED</b>						
Tenure	0.6%	(X)	(X)	(X)	(X)	(X)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

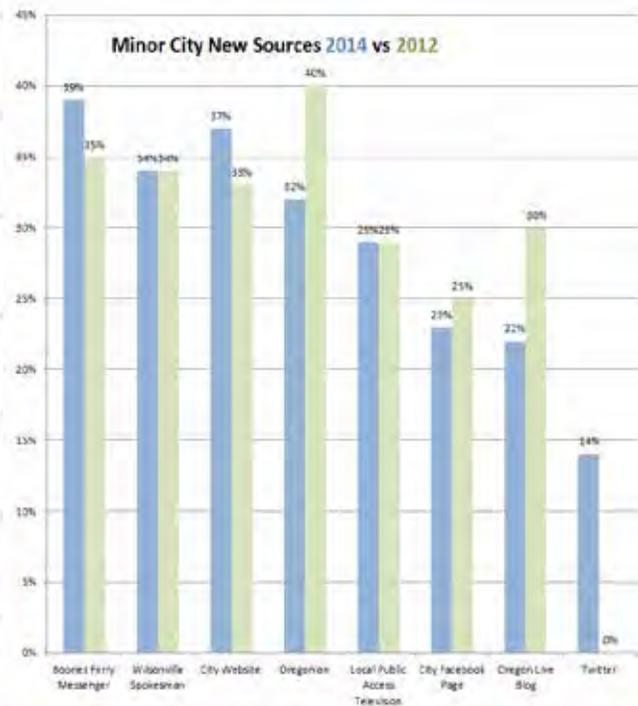
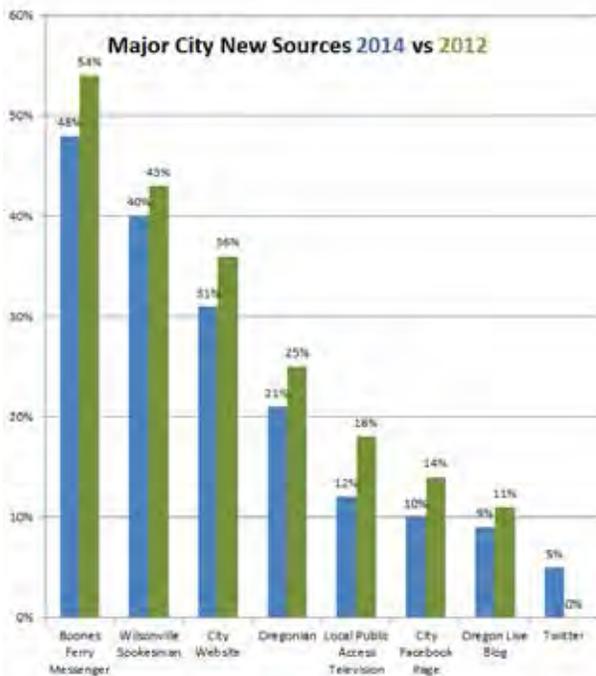
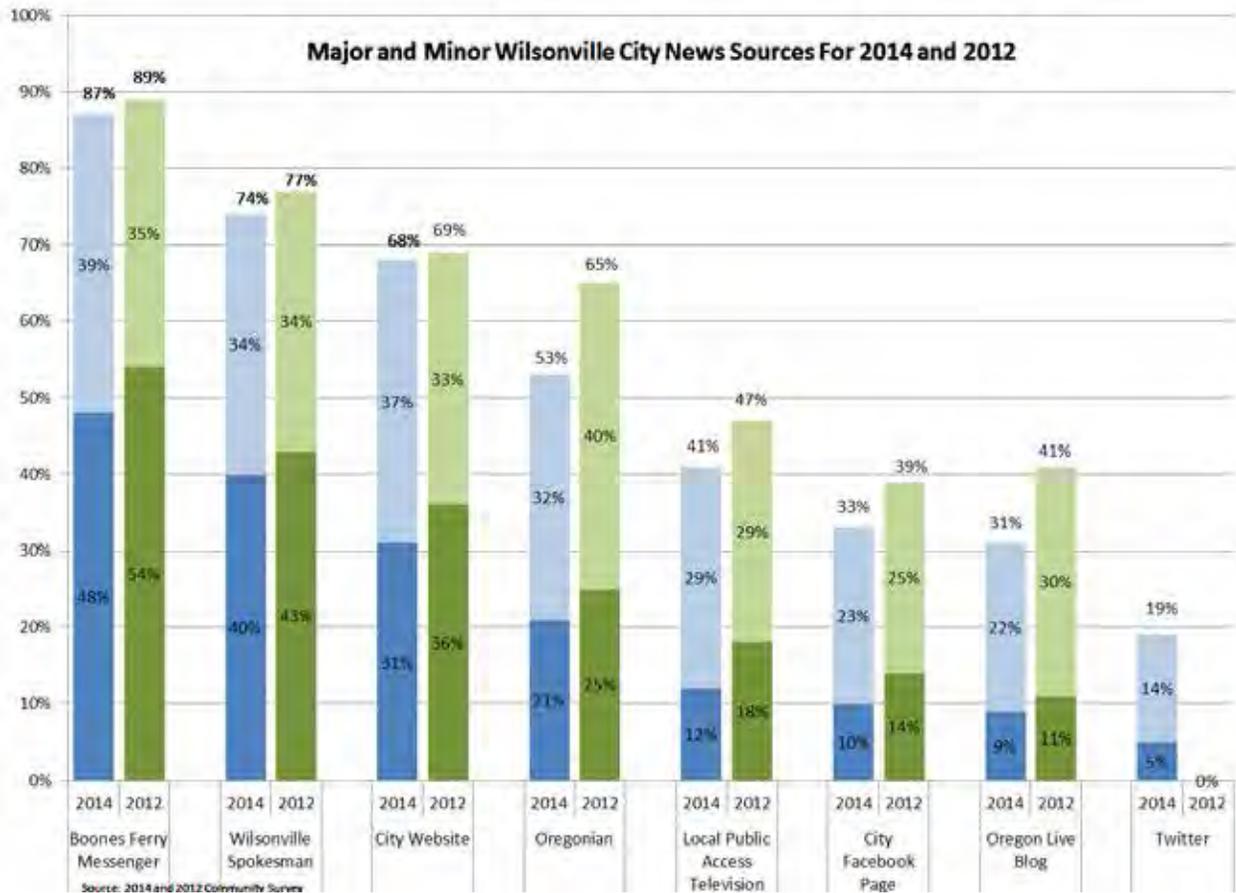
Subject	Wilsonville city, Oregon					
	Total		Male		Female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 18 to 24 years	1,926	+/-340	1,062	+/-262	864	+/-220
Less than high school graduate	14.9%	+/-6.0	20.8%	+/-9.1	7.6%	+/-6.9
High school graduate (includes equivalency)	21.3%	+/-7.2	12.6%	+/-6.8	31.9%	+/-12.3
Some college or associate's degree	41.7%	+/-9.1	40.8%	+/-13.3	42.9%	+/-16.1
Bachelor's degree or higher	22.1%	+/-9.1	25.8%	+/-15.7	17.5%	+/-9.3
Population 25 years and over	13,186	+/-445	5,753	+/-351	7,433	+/-324
Less than 9th grade	2.9%	+/-1.2	3.6%	+/-1.5	2.3%	+/-1.3
9th to 12th grade, no diploma	5.8%	+/-1.8	4.8%	+/-2.4	6.5%	+/-1.9
High school graduate (includes equivalency)	20.8%	+/-2.6	21.1%	+/-3.8	20.5%	+/-3.2
Some college, no degree	25.0%	+/-3.1	21.6%	+/-3.9	27.6%	+/-3.9
Associate's degree	7.0%	+/-1.7	6.7%	+/-2.6	7.2%	+/-2.1
Bachelor's degree	25.9%	+/-3.3	29.2%	+/-4.6	23.2%	+/-3.9
Graduate or professional degree	12.8%	+/-2.1	12.9%	+/-2.8	12.7%	+/-2.5
Percent high school graduate or higher	91.4%	+/-2.4	91.6%	+/-2.8	91.2%	+/-2.5
Percent bachelor's degree or higher	38.6%	+/-3.4	42.1%	+/-4.2	35.9%	+/-4.0
Population 25 to 34 years	3,173	+/-387	1,451	+/-246	1,722	+/-235
High school graduate or higher	89.9%	+/-3.8	88.6%	+/-5.5	90.9%	+/-4.8
Bachelor's degree or higher	32.7%	+/-7.9	31.4%	+/-9.3	33.9%	+/-9.2
Population 35 to 44 years	2,673	+/-373	1,187	+/-241	1,486	+/-217
High school graduate or higher	89.5%	+/-5.7	89.6%	+/-7.8	89.4%	+/-5.6
Bachelor's degree or higher	38.1%	+/-7.8	32.8%	+/-11.1	42.3%	+/-8.9
Population 45 to 64 years	4,656	+/-410	2,022	+/-260	2,634	+/-275
High school graduate or higher	93.0%	+/-3.4	92.4%	+/-4.2	93.4%	+/-3.7
Bachelor's degree or higher	41.8%	+/-5.5	48.7%	+/-7.2	36.6%	+/-7.3
Population 65 years and over	2,684	+/-262	1,093	+/-186	1,591	+/-178
High school graduate or higher	92.2%	+/-3.7	96.1%	+/-3.7	89.6%	+/-5.4
Bachelor's degree or higher	40.6%	+/-6.6	54.4%	+/-8.5	31.1%	+/-8.2
<b>POVERTY RATE FOR THE POPULATION 25 YEARS AND OVER FOR WHOM POVERTY STATUS IS DETERMINED BY EDUCATIONAL ATTAINMENT LEVEL</b>						
Less than high school graduate	25.0%	+/-21.8	27.5%	+/-23.8	22.8%	+/-21.3
High school graduate (includes equivalency)	15.0%	+/-5.7	9.5%	+/-6.3	20.8%	+/-9.5
Some college or associate's degree	5.5%	+/-2.7	2.4%	+/-2.4	7.8%	+/-4.5
Bachelor's degree or higher	3.7%	+/-2.3	3.3%	+/-3.3	4.1%	+/-3.1
<b>MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2012 INFLATION-ADJUSTED DOLLARS)</b>						
Population 25 years and over with earnings	40,874	+/-3,973	45,120	+/-5,067	34,573	+/-4,297
Less than high school graduate	21,667	+/-7,782	21,987	+/-10,129	19,375	+/-12,980
High school graduate (includes equivalency)	32,424	+/-5,785	41,201	+/-4,910	21,098	+/-7,373
Some college or associate's degree	32,637	+/-5,236	38,220	+/-3,889	26,283	+/-3,959
Bachelor's degree	61,364	+/-8,378	70,964	+/-8,306	49,698	+/-6,782
Graduate or professional degree	55,551	+/-13,285	66,827	+/-17,776	52,236	+/-8,662
<b>PERCENT IMPUTED</b>						
Educational attainment	4.3%	(X)	(X)	(X)	(X)	(X)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Subject	Wilsonville city, Oregon					
	Total		Male		Female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total population	19,262	+/-203	9,142	+/-368	10,120	+/-366
<b>AGE</b>						
Under 5 years	5.5%	+/-1.3	5.9%	+/-1.9	5.2%	+/-1.5
5 to 9 years	6.4%	+/-1.2	9.2%	+/-2.0	3.9%	+/-1.4
10 to 14 years	5.7%	+/-1.2	6.4%	+/-1.9	5.1%	+/-1.5
15 to 19 years	6.2%	+/-1.4	7.4%	+/-1.9	5.1%	+/-1.6
20 to 24 years	7.7%	+/-1.6	8.2%	+/-2.6	7.3%	+/-2.0
25 to 29 years	7.9%	+/-1.6	7.3%	+/-1.9	8.5%	+/-1.9
30 to 34 years	8.6%	+/-1.7	8.8%	+/-2.1	8.5%	+/-1.9
35 to 39 years	8.1%	+/-1.6	6.3%	+/-2.0	9.7%	+/-2.0
40 to 44 years	5.8%	+/-1.3	6.7%	+/-2.2	5.0%	+/-1.5
45 to 49 years	7.7%	+/-1.8	7.3%	+/-2.2	8.1%	+/-1.9
50 to 54 years	7.7%	+/-1.2	7.1%	+/-1.5	8.3%	+/-1.6
55 to 59 years	4.8%	+/-1.2	3.5%	+/-1.5	5.9%	+/-1.6
60 to 64 years	4.0%	+/-0.9	4.2%	+/-1.1	3.7%	+/-1.2
65 to 69 years	3.4%	+/-0.8	3.1%	+/-1.0	3.7%	+/-1.3
70 to 74 years	2.9%	+/-0.7	2.8%	+/-1.1	3.0%	+/-0.9
75 to 79 years	2.9%	+/-1.0	2.8%	+/-1.2	3.0%	+/-1.1
80 to 84 years	2.3%	+/-0.7	1.8%	+/-0.9	2.7%	+/-1.0
85 years and over	2.5%	+/-0.9	1.4%	+/-1.1	3.4%	+/-1.2
<b>SELECTED AGE CATEGORIES</b>						
5 to 14 years	12.1%	+/-1.5	15.5%	+/-2.4	9.0%	+/-1.8
15 to 17 years	3.9%	+/-1.0	4.0%	+/-1.3	3.9%	+/-1.3
18 to 24 years	10.0%	+/-1.8	11.6%	+/-2.8	8.5%	+/-2.2
15 to 44 years	44.3%	+/-2.0	44.5%	+/-2.9	44.1%	+/-2.5
16 years and over	81.4%	+/-2.1	77.2%	+/-3.0	85.2%	+/-2.6
18 years and over	78.5%	+/-2.1	74.5%	+/-2.9	82.0%	+/-2.8
60 years and over	17.9%	+/-1.6	16.2%	+/-2.1	19.5%	+/-2.2
62 years and over	16.2%	+/-1.5	14.4%	+/-2.0	17.8%	+/-1.9
65 years and over	13.9%	+/-1.3	12.0%	+/-2.0	15.7%	+/-1.8
75 years and over	7.7%	+/-1.3	6.1%	+/-1.8	9.1%	+/-1.7
<b>SUMMARY INDICATORS</b>						
Median age (years)	36.2	+/-1.6	34.0	+/-1.6	39.0	+/-1.7
Sex ratio (males per 100 females)	90.3	+/-6.6	(X)	(X)	(X)	(X)
Age dependency ratio	55.0	+/-4.9	(X)	(X)	(X)	(X)
Old-age dependency ratio	21.6	+/-2.4	(X)	(X)	(X)	(X)
Child dependency ratio	33.4	+/-4.1	(X)	(X)	(X)	(X)
<b>PERCENT IMPUTED</b>						
Sex	0.0%	(X)	(X)	(X)	(X)	(X)
Age	1.3%	(X)	(X)	(X)	(X)	(X)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

### J. 2012 and 2014 Community Survey —Major and Minor News Sources



## **K. 2015-2017 City Council Goals**

The City Council's goals will be added here when in final form.

## Attachment B — New Initiatives for Additional Consideration

2/19/2015

- A. The Boones Ferry Messenger — Improvements/Modifications**
  - New branding (logo, tag line and branding guide).
  - “Person-on-the-street” Column/Q & A
  - Display as an e-magazine
  - develop a “Style Manual”
  - Begin using infographics
  - Feature articles on area business clusters
- B. City Unified Event Calendar**
- C. Increase and Improve Use of Online Community Engagement and Public Participation Tools such as social media and tools like Mind Mixer.**
- D. Review Social Media policies and procedures to determine a way to engage in two-way communication with community members through social media tools like Facebook, Twitter, Instagram and other social media platforms.**
- E. Begin testing the use of online advertising through Facebook, Twitter, Google Adwords and other online marketing tools.**

- F. Develop Key Performance Indicators (KPI) for Communications**
- G. Youth Leadership Academy**
- H. New Resident Welcome Packet**
- I. Video Productions**
  - Public Video Studio
  - Develop promotional videos
  - Road construction projects
  - Stormwater management and new master plan
  - Welcome video for new residents
  - SMART to encourage youth ridership
- J. Establish a Stand-Alone Wilsonville Tourism Website with new Community Calendar**

**Wilsonville Key Performance Areas and Council Goals**  
**City of Wilsonville**  
**2015-2017**

Initiative	Problem/Opportunity	Success
<b>Open the Willamette River to Commercial and Recreational Opportunities</b>	Identify land available for purchase that is contiguous to existing public land and incorporate assessment of commercial and recreational opportunities in Parks Master Plan.	<ul style="list-style-type: none"> <li>• Easy access to river for Parks space</li> <li>• Food equipment concession – recreational programming</li> <li>• River walk</li> <li>• Connection to Memorial Park</li> <li>• Potential boat tie up area</li> </ul>
<b>Launch French Prairie bike bridge task force</b>	The community lacks secondary access, bike and emergency access across the river.	A complete report with recommendations that would be made to all parties, but particularly back to Council within two years.
<b>Interconnect our parks, trails and sidewalks</b>	The City lacks usable paths and bikeways and walkways due to lack of connection among different pieces in different parts of town.	Development of a strategic plan for interconnecting paths, plans and walkways and beginning implementation of that strategic plan where feasible.
<b>Convene a meeting to lobby ODOT regarding the Bypass – update the traffic counts</b>	There is not an updated analysis of the impacts of Wilsonville Road of the change planned for Dundee Bypass.	Empanel a committee that includes the City, Schools, TVF&R, Ladd Hill, Sheriffs et al to discuss the impacts and identify their concerns and then meet with ODOT to see if concerns can be addressed.
<b>Pursue Town Center Master Plan</b>	Underutilization, vacant land, traffic problems, poor layout and business visibility, parking lots with no landscaping.	Redevelopment begins with communicating with the company/owners and helping them understand the economic benefits to a redevelopment plan. Bring folks along to create a vibrant, fully occupied, visually attractive Town Center with community spaces (and incorporating the park)
<b>Advocate for an Auxiliary Lane on I5</b>	Excessive congestion in Wilsonville resulting from the South Brown I5 Bridge slow down.	Lobby ODOT to schedule and fund a feasibility and preliminary design study.

<p><b>Plan an “Old Town Escape” to provide connection to west side commercial areas.</b></p>	<p>Traffic congestion in Old Town and a need for connectivity to Old Town to other parts of the City and a link for the entire transportation network.</p>	<p>Better access to and from businesses in old town – easier access to I5, less traffic on Wilsonville Road and a safer Wilsonville Road/Boones Ferry interchange. Determine design phase for alignment and negotiate with property owners.</p>
<p><b>Update the Parks Master Plan to include new and developing areas</b></p>	<p>In the past development has occurred without taking into consideration connectivity to adjacent areas.</p>	<p>Identify and preserve connections when new development occurs.</p>
<p><b>Articulate what the City does to support vulnerable residents and assess efforts to determine additional measures as appropriate</b></p>		
<p><b>Initiate a Wayfinding program</b></p>		
<p><b>Name bikeways and mile markers</b></p>	<p>Wilsonville bike and pedestrian pathways are poorly marked and lacking in identification which leads to underutilization. Opportunity – potentially integrate with Wayfinding initiative.</p>	<p>Clearly delineated pathways with names and mileage to destinations. Budget, schedule, survey other communities for examples and best practices.</p>
<p><b>Increase Willamette Valley view points in Memorial Park Trails</b></p>	<p>We have no viewpoints in Memorial Park except the Boat Dock.</p>	<p>Multiple river viewpoints in Memorial Park addressed in the Memorial Park Master Plan.</p>
<p><b>Bring funding for taking the Aquatic/Recreation Center to a vote</b></p>		

## Key Performance Areas and Critical Initiatives

**Quality Education:** Wilsonville creates a life-long learning environment that prepares productive, successful citizens.

**Fiscal Discipline:** Wilsonville exercises fiscal discipline through strategic investments, adequate reserves, sound financial plans and policies with innovative service delivery.

**Environmental Stewardship:** The most important things for life are clean air, water and soil. Seven generations from now the people living in Wilsonville are thankful that prior decisions and actions preserved these elements as well as our natural systems.

**Clear Vision and Community Design:** Wilsonville's clear vision and community design engages citizens to ensure a cohesive community with a high quality of life, physically, economically and socially.

**Thoughtful Land Use:** Wilsonville balances land uses to create a sense of community that preserves our historical identity.

**Well-Maintained Infrastructure:** Wilsonville is innovative in proactively building and maintaining clean, attractive and cost effective infrastructure.

**Community Amenities and Recreation:** Wilsonville has opportunities and facilities for leisure activities, entertainment and social interaction that interest people of all ages.

**Welcoming Engaged and Satisfied Residents:** The City of Wilsonville embraces diversity and engages and communicates with residents, and responds to changing expectations as technology evolves.

**Multi-Modal Transportation Network:** Wilsonville's multi-modal transportation network is safe, inviting and easy to navigate, connecting the City's neighborhoods to each other and to its commercial areas, employment centers and public and recreational facilities.

**Safe, Healthy and Aesthetically Pleasing Community:** The ideas of public safety, healthy living and aesthetic values are intertwined in all decision making.

**Economic Development:** Wilsonville's economic development promotes an environment that enables existing and new business – small, medium and large – to flourish!

**Regional Awareness and Influence:** Wilsonville is proactively involved at county, regional, state and federal levels to influence decisions that impact the City.

# CITY COUNCIL ROLLING SCHEDULE

## Board and Commission Meetings 2015

Items known as of 02/09/15

### February

2/23	Monday	6:30 p.m.	DRB Panel B	Council Chambers
------	--------	-----------	-------------	------------------

### March

DATE	DAY	TIME	MEETING	LOCATION
3/2	Monday	7 p.m.	Council Meeting	Council Chambers
3/9	Monday	6:30 p.m.	DRB Panel A	Council Chambers
3/11	Wednesday	1 p.m.	Wilsonville Community Seniors Inc.	Community Center
3/11	Wednesday	6 p.m.	Planning Commission	Council Chambers
3/12	Thursday	6:30 p.m.	Parks and Recreation	Parks & Recreation Admin Building
3/16	Monday	7 p.m.	Council Meeting	Council Chambers
3/23	Monday	6:30 p.m.	DRB Panel B	Council Chambers
3/25	Wednesday	6:30 p.m.	Library Board	Library

### COMMUNITY EVENTS

**Daddy Daughter Dance:** Friday, February 27 **SOLD OUT**

#### **Volunteer Planting and Tree Care Event**

Saturday, February 28 – Forest Shelter

Join community members of all ages and abilities in this annual tree planting and invasive plant removal opportunities. The Friends of Trees helpful crew leaders will guide small groups of volunteers. Dress appropriately for the weather conditions. Tools and snacks provided! Contact Jenny from Friends of Trees at 503-595-0213 to RSVP or for more information.

#### **Community Garden Open Registration**

Thursday March 19 -- 8:00 A.M. Park & Recreation Administrative Offices

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015**

---

**VIII. WORK SESSIONS**

- B. 2014 Housing Report (Bateschell)

**PLANNING COMMISSION  
 STAFF REPORT**

<b>Meeting Date:</b> February 27, 2015	<b>Subject:</b> 2014 City of Wilsonville Annual Housing Report  <b>Staff Member:</b> Miranda Bateschell <b>Department:</b> Community Development
<b>Action Required</b> <input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Commission Direction <input type="checkbox"/> Consent Agenda	<b>Advisory Board/Commission Recommendation</b> <input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable  <b>Comments:</b>

<b>Staff Recommendation:</b> None. This is a briefing for information and discussion only.
<b>Recommended Language for Motion:</b> N/A

<b>PROJECT / ISSUE RELATES TO:</b>		
<input checked="" type="checkbox"/> Council Goals/Priorities <b>Thoughtful Land Use</b>	<input type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable

**ISSUE BEFORE THE COMMISSION:**

The City of Wilsonville prepared a Housing Needs Analysis in 2013 to understand the city's residential supply and capacity and inform planning efforts for future residential growth. City staff has prepared a housing report for 2014 to summarize housing activity over the past year and continue tracking important metrics related to planning and development of housing in the city.

**EXECUTIVE SUMMARY:**

The Housing Needs Analysis completed in 2013 forecasted Wilsonville's housing needs over the next 20 years, and it highlighted consistent population and household growth over the past decade. The technical analysis indicated residential land supply in the city may not be sufficient for the 20-year planning horizon. Under Metro's forecast, Wilsonville will run out of residential land by about 2032 and if Wilsonville continues to grow at the rate it has over the past ten years, the city will consume the available residential land by about 2025.

As such, one of the key recommendations emerging from the report was a need for the city to develop a monitoring program to help the city understand how fast land is developing and long-range residential planning needs. The following metrics were recommended for monitoring and are data points included in the attached report: population, building permits, subdivision and partition activity, land consumption, and right-of-way and open space dedications.

See Attachment A for the report, which highlights key residential development statistics as well as details on the approved plans and issued permits in 2014. The report indicates significant residential construction occurred and will likely continue with the number of homes that were approved by the Development Review Board last year. The majority of these homes is single-family construction and represents a range of lot sizes and housing options for city residents. The information presented in the report reinforces the importance of the city's long-range planning efforts.

**EXPECTED RESULTS:** Staff will summarize housing activity in the city in 2014 for the Commission. Staff desires input and discussion from the Commission on the report, specifically:

1. those elements of the report that are especially interesting and
2. suggestions for future publications of information that would be helpful.

**TIMELINE:** Staff anticipates the housing report will be published in February or March of each year. Efforts will be completed over the next month or so to set up a more streamlined system for developing the report on an annual basis and to consider additional content for future publications.

**CURRENT YEAR BUDGET IMPACTS:** Limited staff time is required to pull the report together from data being collected through existing business operations.

**COMMUNITY INVOLVEMENT PROCESS:** N/A

**POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY:** N/A

**ATTACHMENTS**

- A. 2014 City of Wilsonville Annual Housing Report



# WILSONVILLE

## 2014 ANNUAL HOUSING REPORT



FEBRUARY 2015

ORIGINAL PUBLICATION: FEBRUARY 2015

The City of Wilsonville Building Permit Database was the source for the data and information presented in this report.

Staff of the City of Wilsonville's Planning Division prepared this report. Special acknowledgement to:

JENN SCOLA, ASSISTANT PLANNER

DAN STARK, GIS MANAGER

MIRANDA BATESCHELL, LONG RANGE PLANNING MANAGER

CHRIS NEAMTZU, PLANNING DIRECTOR

For more information, please contact the Planning Division staff at (503) 682-4960



# A SNAPSHOT OF 2014 .....

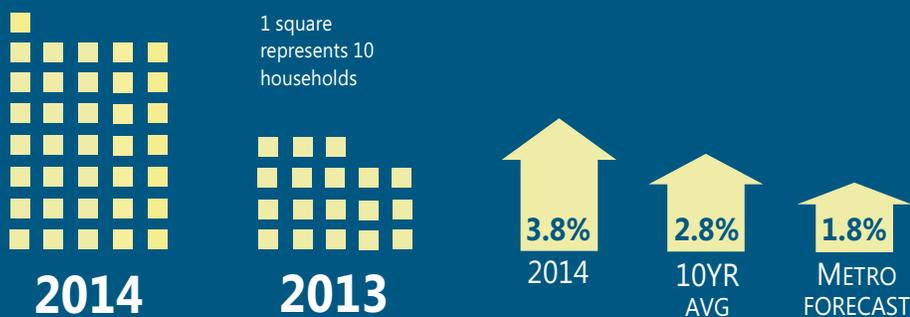
.....▶ **360** HOUSEHOLDS  
PERMITTED

**246** SINGLE-FAMILY  
**68%**

**114** MULTI-FAMILY  
**32%**

**\$61,179,670** ◀.....  
TOTAL DEVELOPMENT VALUE

.....▶ **HOUSEHOLD GROWTH**



**3.5% POPULATION GROWTH** (2012-2014)

*"In just the past two years, 426 new single-family homes with a value of over \$95 million are coming online. I think this data shows that Wilsonville continues to be an attractive city in which to build and to buy a new home. I attribute this strong showing to our community's thoughtful urban planning, enabling the private sector to build a range of housing options that meet the needs of young people, families and retirees."*

— MAYOR TIM KNAPP

# HOUSING ACTIVITY IN THE

The City of Wilsonville experienced a record-high level of single-family home construction in calendar year 2014. Both the number of home permits issued and the value of new residential construction are record Wilsonville levels for a second consecutive year.

In 2014, the City of Wilsonville issued a total of 246 single-family dwelling permits with a valuation of \$52.2 million, representing more than a doubling of the average amount of \$23.9 million per year over the past 10 years. 2014 was even greater than the prior record-setting year of 2013 when 180 single-family building permits were issued with a valuation of \$42.8 million.

Over the past two years, the city issued permits for 426 single-family households and one new multi-family residential permit for the 114-unit Portera at the Grove valued at \$9.0 million. Portera offers amenity rich, large, single level units for active adults (55+) located within walking distance of Town Center and along a SMART transit route.

Cumulatively, the total number of 360 new residential units built in Wilsonville in 2014 is 53 percent greater than the 10-year average of 236 units per year. The household growth rate was almost 4%, more than double expectations set by the regional forecast.



**\$360,000**

AVERAGE SELLING PRICE

sources: Zillow.com, Realtor.com



2013-2014

WITH A MORTGAGE PAYMENT OF **38%**  
OF THE AVERAGE FAMILY'S INCOME

# CITY OF WILSONVILLE

Major residential construction has accelerated over the past two years as the local economy emerges from the Great Recession, with a majority of new home-building occurring in Villebois where homebuilders Legend Homes, Polygon Northwest, and Lennar are active.

With a recovering market, home prices showed strong gains in value; the average sale price rose almost 8% from 2013. The increase in housing values raised the average sale price of a home to \$360,000 putting it 5% above the affordability target<sup>1</sup> for the average Wilsonville family (based on the median household income reported by the 2013 U.S. Census: \$56,430). That said, the city provides a range of housing options to meet the various preferences and income levels of Wilsonville employees and residents.

Residential growth is expected to remain strong. In addition to the record-setting number of residential permits issued, the city approved plans for a total of 305 future homes: 244 single-family and 61 multi-family units. Located on 68 acres of land, these developments have 38% open space on average and have a total net density of 12 dwelling units per acre.

Details on the approved plans and issued permits are included in the following pages.

<sup>1</sup> Housing affordability is commonly defined as 33% or less of household income being spent on rent or mortgage expenses. Mortgage calculation assumes 20% down payment and 30-year term at a fixed rate of 3.8%. A mortgage payment of \$1565 meets the affordability index and represents a home sale price of \$319,000.

## 305 HOMES



WERE APPROVED BY THE DEVELOPMENT REVIEW BOARD IN 2014  
CONSTRUCTION ANTICIPATED 2015-2017

**244** SINGLE-FAMILY      **61** MULTI-FAMILY

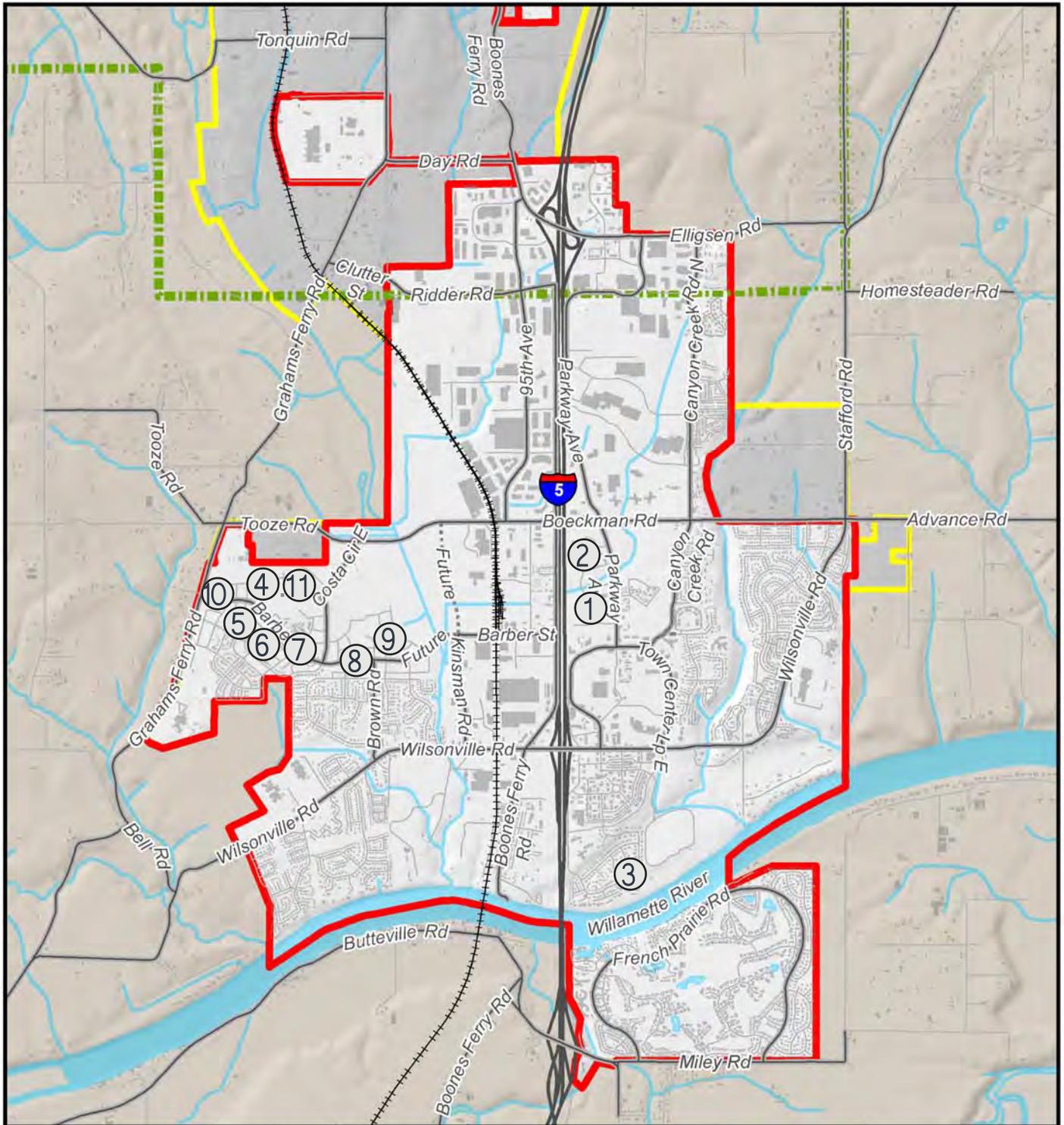
**80%**                                      **20%**

# RESIDENTIAL PERMITS ISSUED



*"The City's building division has been working diligently to keep up with all the new home construction and industrial/commercial remodels occurring in Wilsonville. Working with our partners at ODOT, Metro and both Clackamas and Washington counties has helped us to plan and construct new infrastructure and transportation improvements required to serve new development in our community."*

– NANCY KRAUSHAAR, WILSONVILLE COMMUNITY DEVELOPMENT DIRECTOR



**The City of Wilsonville, Oregon**  
Clackamas and Washington Counties

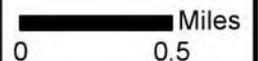
**2014 Wilsonville Building Permits**

-  City Limits
-  County Boundary
-  UGB

- ① BRENCHELY ESTATES
- ② GROVE SINGLE FAMILY NORTH
- ③ RENAISSANCE BOAT CLUB
- ④ TONQUIN WOODS AT VILLEBOIS NO 4
- ⑤ BEAUOELI
- ⑥ CARVALHO/SEVILLE ROW HOUSES
- ⑦ VILLEBOIS VILLAGE CENTER
- ⑧ VILLEBOIS SAP EAST PDP 1
- ⑨ RETHERFORD MEADOWS, VILLEBOIS SAP EAST PDP 2
- ⑩ TONQUIN WOODS 1-3, VILLEBOIS SAP NORTH PDP 1
- ⑪ TONQUIN WOODS 5



1/22/2015



M:\projects\2014\123014\_housing\Permits.mxd

1

ISSUED BUILDING PERMITS

# BRENCHLEY ESTATES



aerial photo dated Summer 2014

APPROVED: SUMMER 2014

## SITE CHARACTERISTICS

NET ACRES: 1.20

NUMBER OF HOMES: 11 OF 30 BUILDING PERMITS

LOT SIZE: 4,007-6,752 SF (AVG 4,744 SF)

NET DENSITY: 9.2 UNITS PER ACRE

CONSTRUCTION BY: PNW HOMEBUILDERS, LLC

TOTAL VALUATION: \$2,633,743.65

HOUSING TYPE: SINGLE FAMILY

LOCATION: BRENCHLY ESTATES

ZONING: PDR-5



PHOTO TAKEN JANUARY 2015

# 2

ISSUED BUILDING PERMITS

# GROVE SINGLE FAMILY NORTH



aerial photo dated Summer 2014

APPROVED: WINTER 2014

## SITE CHARACTERISTICS

NET ACRES: 0.63

NUMBER OF HOMES: 6 OF 27 BUILDING PERMITS

LOT SIZE: 4,499-4,764 SF (AVG 2,200 SF)

NET DENSITY: 9.5 UNITS PER ACRE

CONSTRUCTION BY: LENNAR NW, INC.

TOTAL VALUATION: \$1,634,513.63

HOUSING TYPE: SINGLE FAMILY

LOCATION: BRENCHLY ESTATES

ZONING: PDR-5



PHOTO TAKEN JANUARY 2015

# 3

ISSUED BUILDING PERMITS

# RENAISSANCE BOAT CLUB



aerial photo dated Summer 2014

APPROVED: SPRING/FALL 2014

## SITE CHARACTERISTICS

NET ACRES: 0.43

NUMBER OF HOMES: 3 OF 33 BUILDING PERMITS

LOT SIZE: 4,969-7,232 SF (AVG 3,534 SF)

NET DENSITY: 7 UNITS PER ACRE

CONSTRUCTION BY: RENAISSANCE CUSTOM HOMES

TOTAL VALUATION: \$1,231,400.26

HOUSING TYPE: SINGLE FAMILY

LOCATION: WEST OF MEMORIAL PARK, ON THE RIVER

ZONING: PDR-4

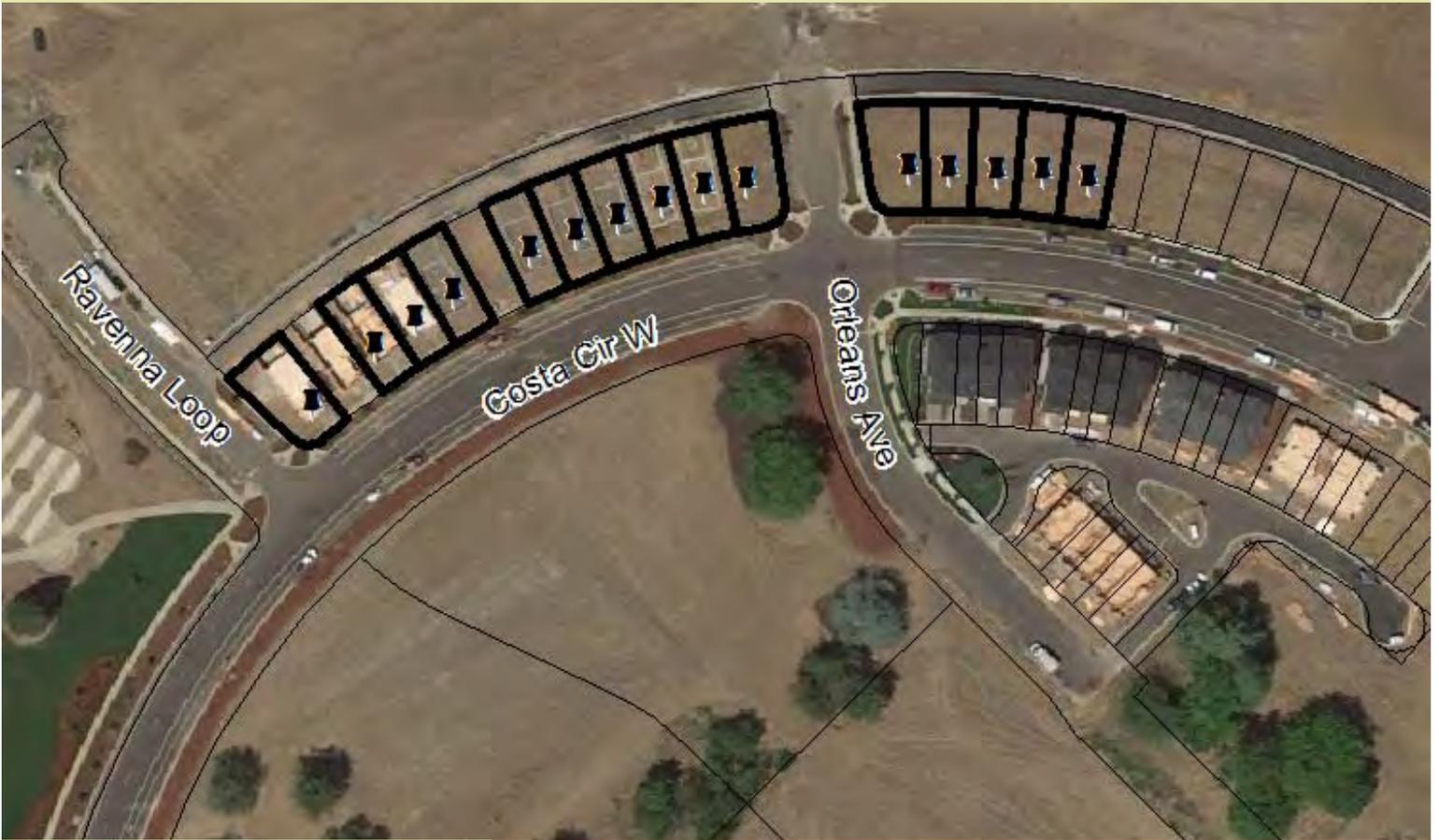


PHOTO TAKEN JANUARY 2015

# 4

ISSUED BUILDING PERMITS

# TONQUIN WOODS 4



aerial photo dated Summer 2014

APPROVED: SPRING-FALL 2014

## SITE CHARACTERISTICS

NET ACRES: 0.84

NUMBER OF HOMES: 15 OF 37 BUILDING PERMITS

LOT SIZE: 2,342-2,965 SF (AVG 1,455 SF)

NET DENSITY: 17.9 UNITS PER ACRE

CONSTRUCTION BY: POLYGON

TOTAL VALUATION: \$2,602,332.20

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS NORTH

ZONING: VILLAGE



PHOTO TAKEN JANUARY 2015



aerial photo dated Summer 2014

APPROVED: SPRING 2014

## SITE CHARACTERISTICS

NET ACRES: 0.70

NUMBER OF HOMES: 13 OF 13 BUILDING PERMITS

LOT SIZE: 1,925-2,990 SF (AVG 1,444 SF)

NET DENSITY: 18.6 UNITS PER ACRE

CONSTRUCTION BY: POLYGON

TOTAL VALUATION: \$2,249,029.04

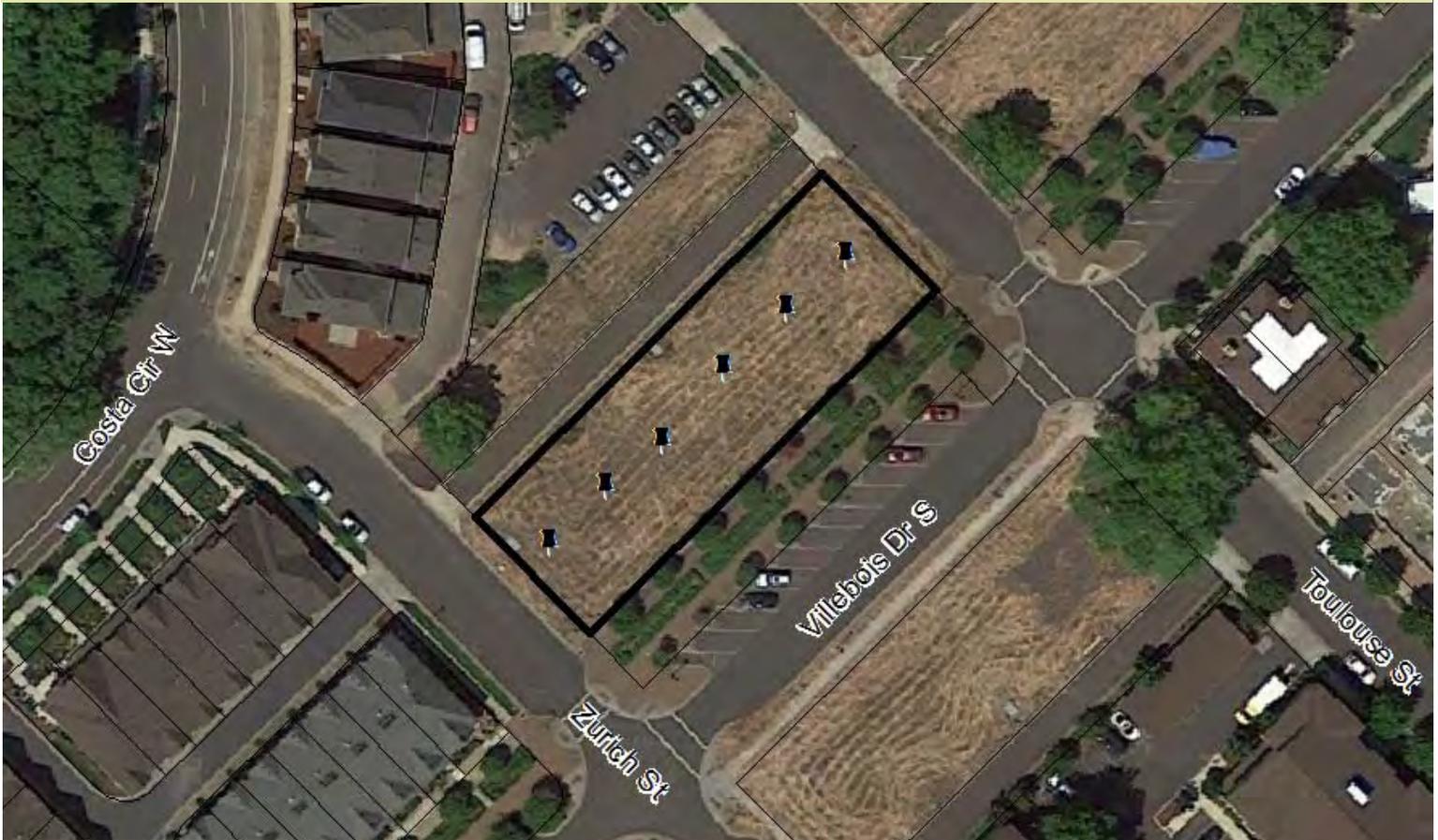
HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS EAST

ZONING: VILLAGE



PHOTO TAKEN JANUARY 2015



aerial photo dated Summer 2014

APPROVED: WINTER 2014

## SITE CHARACTERISTICS

NET ACRES: 0.34

NUMBER OF HOMES: 6 OF 25 BUILDING PERMITS OUT

LOT SIZE: 1,974-2,432 SF (AVG 2,100 SF)

NET DENSITY: 17.6 UNITS PER ACRE

CONSTRUCTION BY: PNW LAND DEVELOPMENT

TOTAL VALUATION: \$2,249,029.04

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS CENTRAL

ZONING: VILLAGE

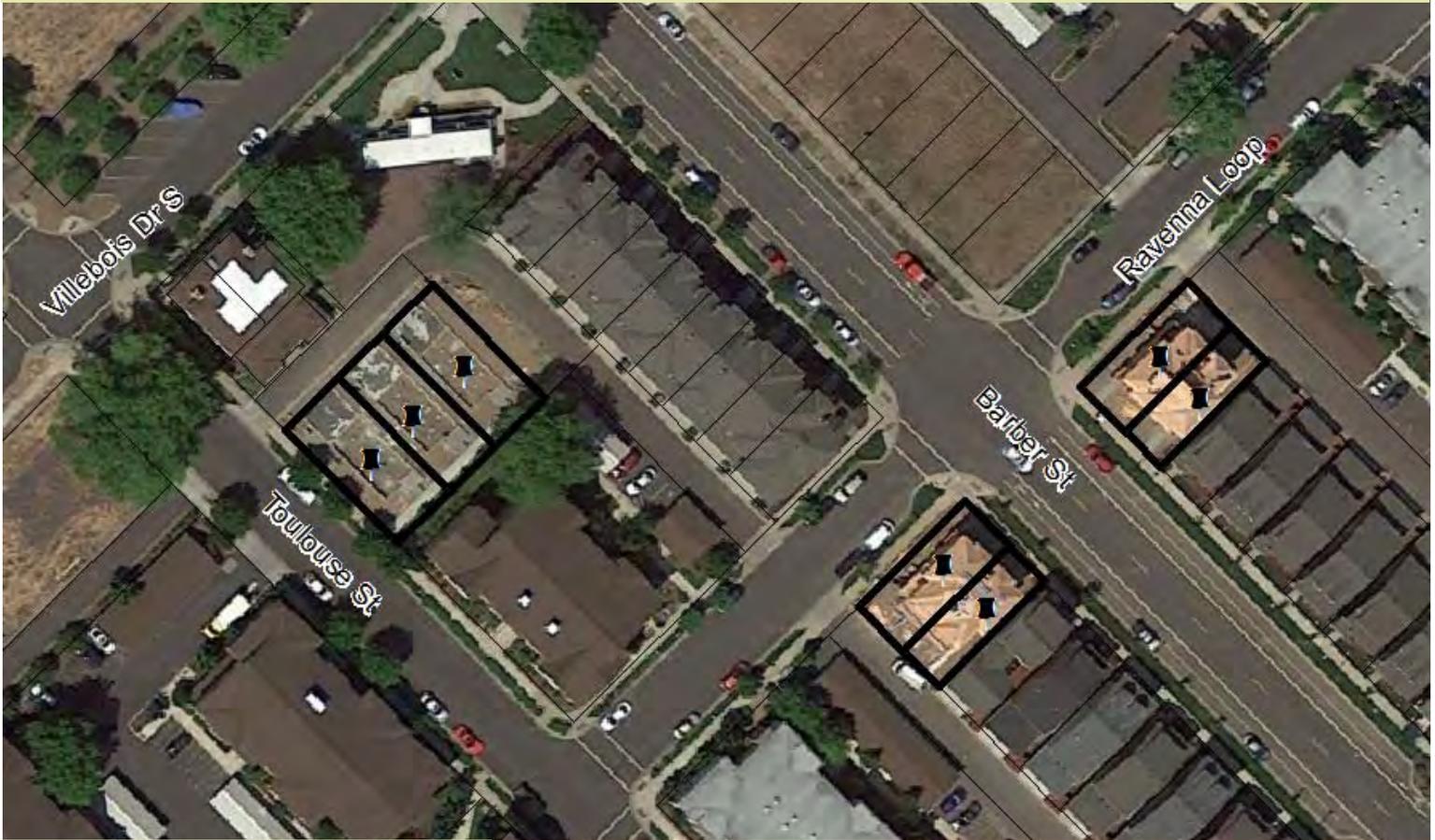


PHOTO TAKEN JANUARY 2015

7

ISSUED BUILDING PERMITS

# VILLEBOIS VILLAGE CENTER



aerial photo dated Summer 2014

APPROVED: SUMMER 2014

## SITE CHARACTERISTICS

NET ACRES: 0.34

NUMBER OF HOMES: 7 OF 53 BUILDING PERMITS

LOT SIZE: 1,644-2,065 SF (AVG 1,555 SF)

NET DENSITY: 20.6 UNITS PER ACRE

CONSTRUCTION BY: POLYGON

TOTAL VALUATION: \$1,283,490.40

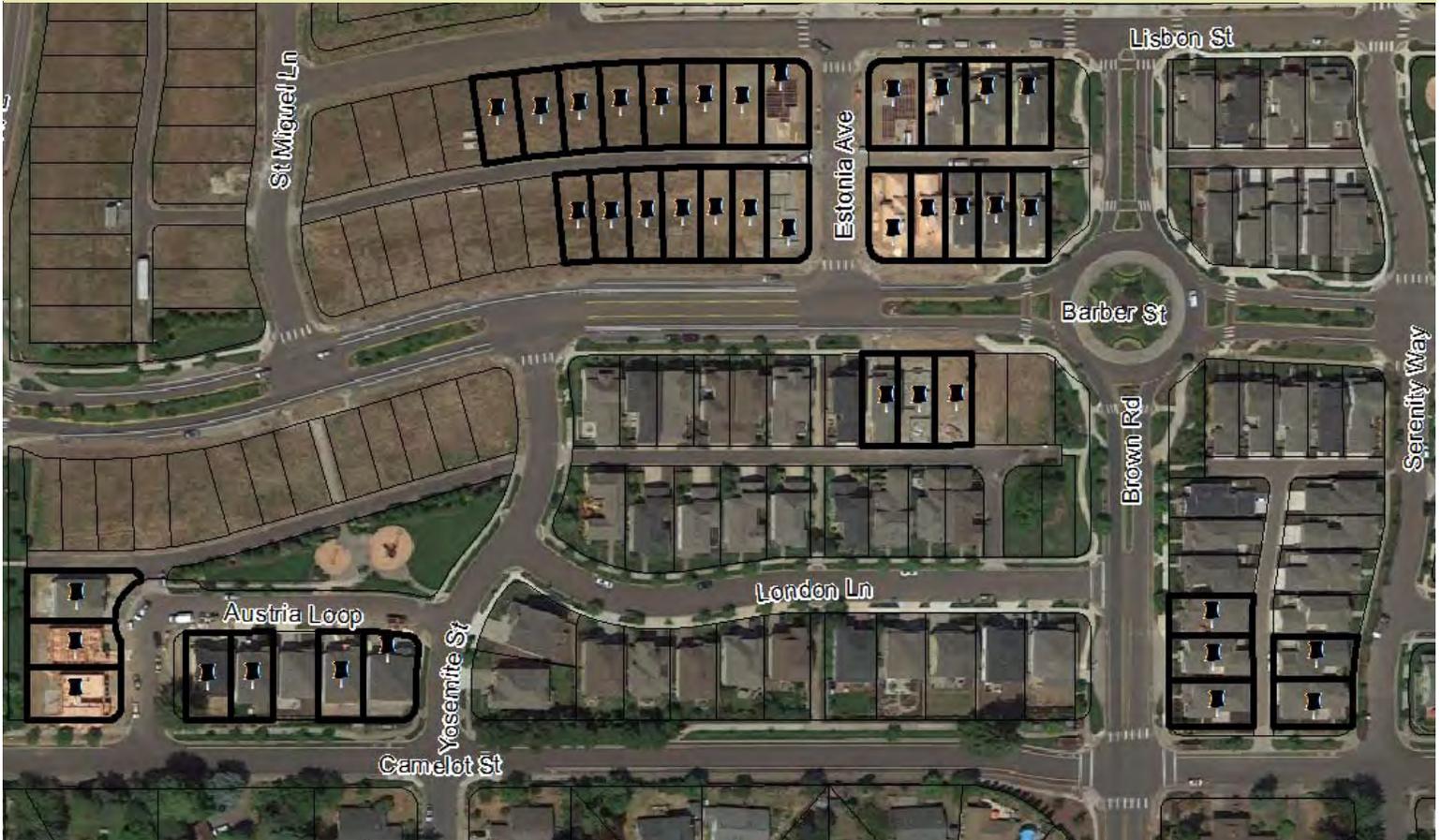
HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS CENTRAL

ZONING: VILLAGE



PHOTO TAKEN FEBRUARY 2015



aerial photo dated Summer 2014

APPROVED: SUMMER/WINTER 2014

## SITE CHARACTERISTICS

NET ACRES: 3.20

NUMBER OF HOMES: 39 OF 190 BUILDING PERMITS

LOT SIZE: 2,877-4,816 SF (AVG 2,238 SF)

NET DENSITY: 12.2 UNITS PER ACRE

CONSTRUCTION BY: LEGEND HOMES

TOTAL VALUATION: \$9,976,993.50

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS EAST

ZONING: VILLAGE

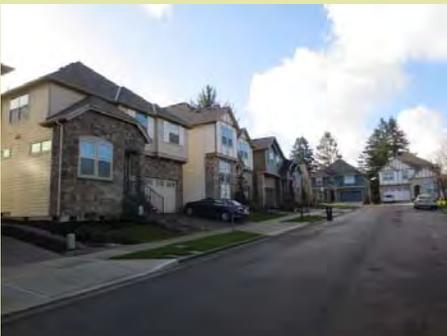


PHOTO TAKEN JANUARY 2015

# 9

ISSUED BUILDING PERMITS

# RETFERFORD MEADOWS



aerial photo dated Summer 2014

APPROVED: FALL/WINTER 2014

## SITE CHARACTERISTICS

NET ACRES: 1.24

NUMBER OF HOMES: 13 OF 190 BUILDING PERMITS

LOT SIZE: 2,518-7,809 SF (AVG 2,282 SF)

NET DENSITY: 10.5 UNITS PER ACRE

CONSTRUCTION BY: LENNAR

TOTAL VALUATION: \$3,330,093.90

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS EAST

ZONING: VILLAGE



PHOTO TAKEN JANUARY 2015

10

ISSUED BUILDING PERMITS

# TONQUIN WOODS 1-3



aerial photo dated Summer 2014

APPROVED: YEAR ROUND 2014

## SITE CHARACTERISTICS

NET ACRES: 4.90

NUMBER OF HOMES: 77 OF 169 BUILDING PERMITS  
(#1: 2 OF 27, #2: 15 OF 82, #3: 60 OF 60)

LOT SIZE: 2,259-6,327 SF (AVG 1,744 SF)

NET DENSITY: 15.7 UNITS PER ACRE

CONSTRUCTION BY: POLYGON

TOTAL VALUATION: \$14,845,969.34

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS NORTH

ZONING: VILLAGE



PHOTO TAKEN JANUARY 2015



aerial photo dated Summer 2014

APPROVED: SPRING/SUMMER2014

## SITE CHARACTERISTICS

NET ACRES: 1.15

NUMBER OF HOMES: 36 OF 36 BUILDING PERMITS

LOT SIZE: 1,029-1,973 SF (AVG 1,448 SF)

NET DENSITY: 31.3 UNITS PER ACRE

CONSTRUCTION BY: POLYGON

TOTAL VALUATION: \$6,627,354.41

HOUSING TYPE: SINGLE FAMILY

LOCATION: VILLEBOIS NORTH

ZONING: VILLAGE



PHOTO TAKEN JANUARY 2015

# PARTITIONS

In addition to issued building permits and approved plans for subdivisions, the city approved a handful of partition applications increasing potential development on those sites.

## AR14-0020

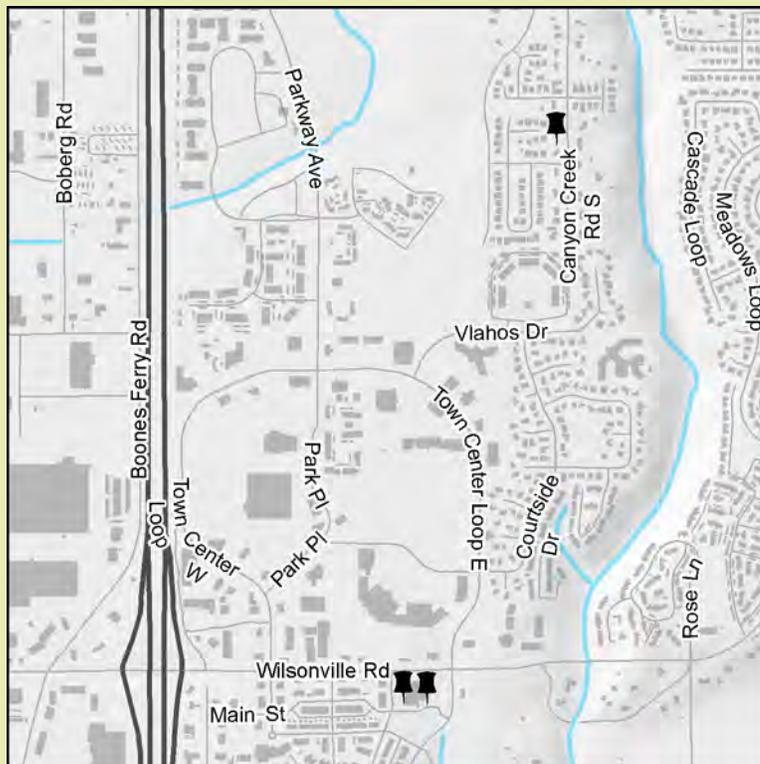
FIRENZE DEVELOPMENT  
CREATED 2 PARCELS TOTAL  
1.60 ACRES  
SCHROEDER WAY

## AR14-0021

FIRENZE DEVELOPMENT  
CREATED 2 PARCELS TOTAL  
1.22 ACRES  
SCHROEDER WAY

## AR14-0065

LARRY HUCKEY AND  
RENAISSANCE  
CREATED 3 PARCELS TOTAL  
0.58 ACRES  
CANYON CREEK ROAD S.



# 7 PARCELS

# 3.4 ACRES

ZONED SINGLE-FAMILY RESIDENTIAL

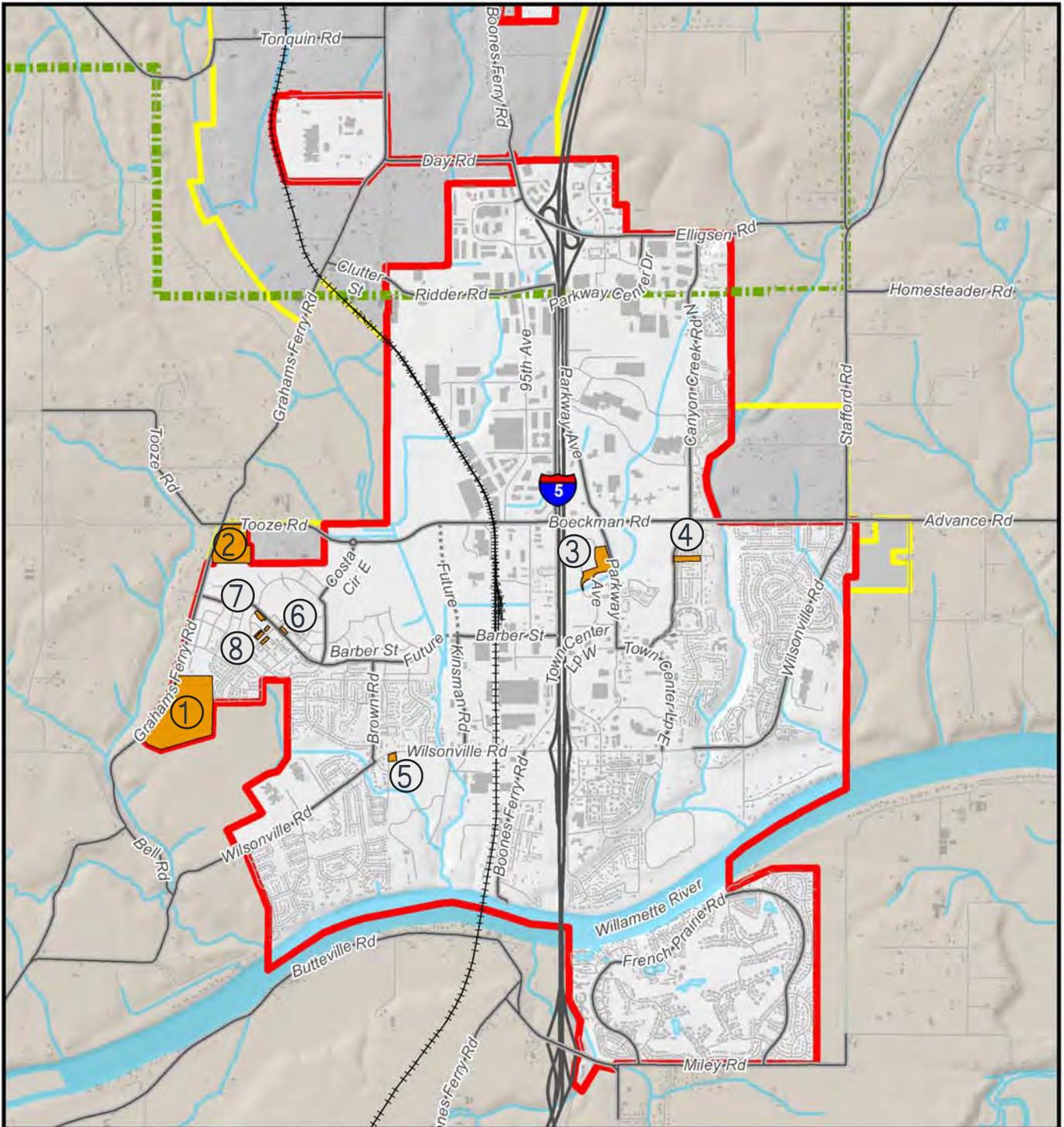
*A **land partition** is a division of an area or tract of land into two or three parcels when such area or tract of land exists as a unit or contiguous units of land under single ownership*

# HOUSING PLANS APPROVED



*"The last two years the City's planning division has been busier than ever working with developers and responding to requests from property owners. Each plan requires careful review to ensure it upholds the quality and vision of our community. Planning staff works hard to respond quickly and thoroughly in order to support new development in the City."*

— CHRIS NEAMTZU, WILSONVILLE PLANNING DIRECTOR



**The City of Wilsonville, Oregon**  
Clackamas and Washington Counties

**2014 Approved Housing Plans**

- City Limits
- County Boundary
- UGB

- ① GRANDE POINTE AT VILLEBOIS
- ② CALAIS AT VILLEBOIS
- ③ BRENCHLEY ESTATES NORTH
- ④ RENAISSANCE AT CANYON CREEK II
- ⑤ WILSONVILLE GREENS
- ⑥ CARVALHO ROW HOUSES
- ⑦ SEVILLE ROW HOUSES
- ⑧ CHATEAU VILLEBOIS



M:\projects\2014\123014\_housing\ApprovedPlans.mxd

# 1

APPROVED PLAN

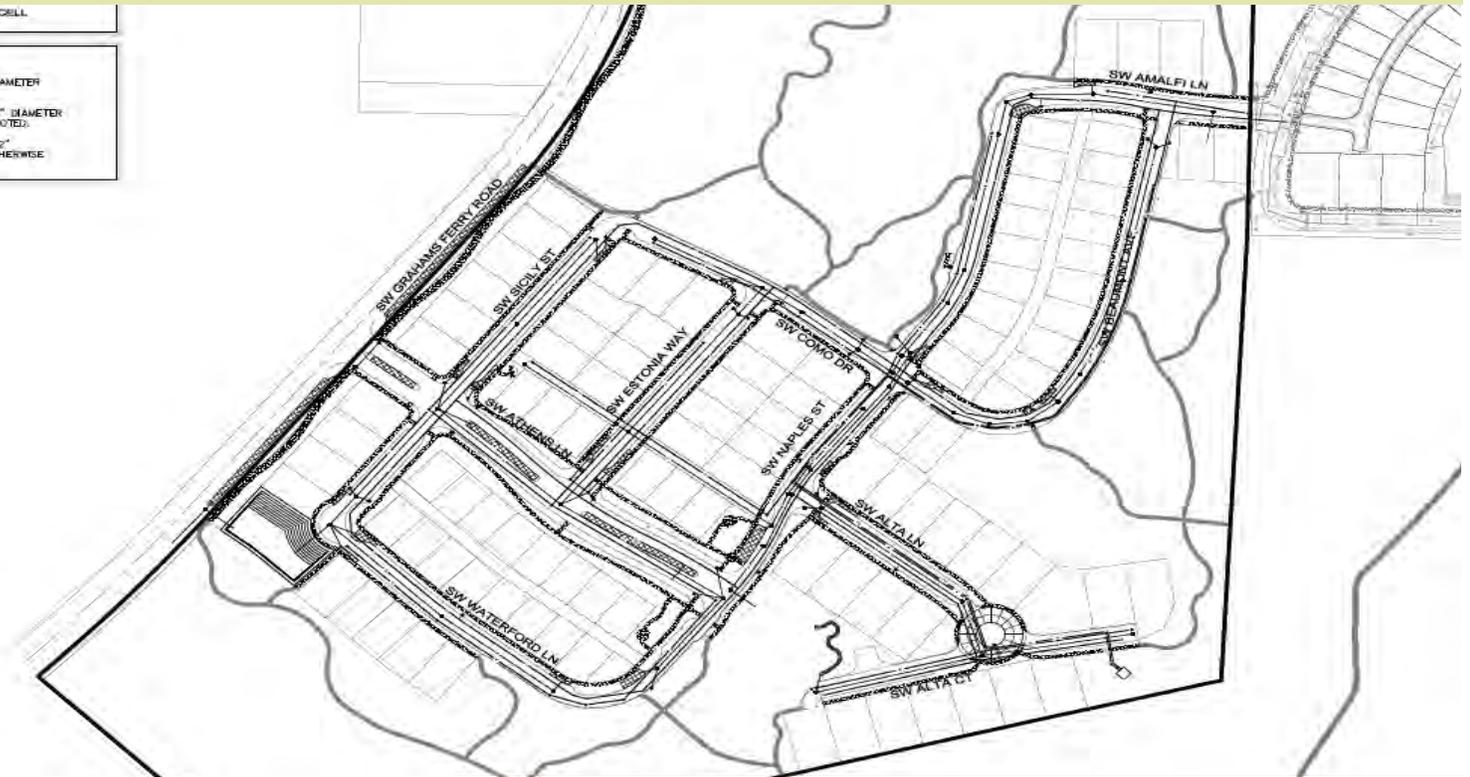
# GRANDE POINTE AT VILLEBOIS

ATTENTION CELL

TO BE 8" DIAMETER

IS TO BE 8" DIAMETER  
UNLESS OTHERWISE NOTED.

IN TO BE 12"  
UNLESS OTHERWISE



**ACRES:**  
42.76 GROSS

**NUMBER OF HOMES:**  
100

**AVERAGE LOT SIZE:**  
4,830 SF

**NET DENSITY:**  
9.02 UNITS PER ACRE

**APPLICANT:**  
POLYGON NORTHWEST



APPROVED: APRIL 14, 2014

## LAND DEDICATIONS

HOUSING: 11.10 ACRES (26%)

OPEN SPACE: 24.10 ACRES (56%)

ALLEYS: 0.50 ACRES (1%)

PUBLIC STREETS: 6.80 ACRES (16%)

### HOUSING TYPES:

35 LARGE SINGLE

25 STANDARD SINGLE FAMILY

40 MEDIUM SINGLE FAMILY

LOCATION: VILLEBOIS SOUTH

# 2

APPROVED PLAN

# CALAIS AT VILLEBOIS



APPROVED: MAY 12, 2014

## LAND DEDICATIONS

- HOUSING: 7.90 ACRES (52%)
- OPEN SPACE: 2.00 ACRES (13%)
- ALLEYS: 0.80 ACRES (1%)
- PUBLIC STREETS: 4.50 ACRES (30%)

### HOUSING TYPES:

- 23 LARGE SINGLE FAMILY
- 3 STANDARD SINGLE FAMILY
- 26 MEDIUM SINGLE FAMILY
- 32 SMALL SINGLE FAMILY

LOCATION: VILLEBOIS NORTH

ACRES:  
15.16 GROSS

NUMBER OF HOMES:  
84

AVERAGE LOT SIZE:  
4,830 SF

NET DENSITY:  
9.72 UNITS PER ACRE

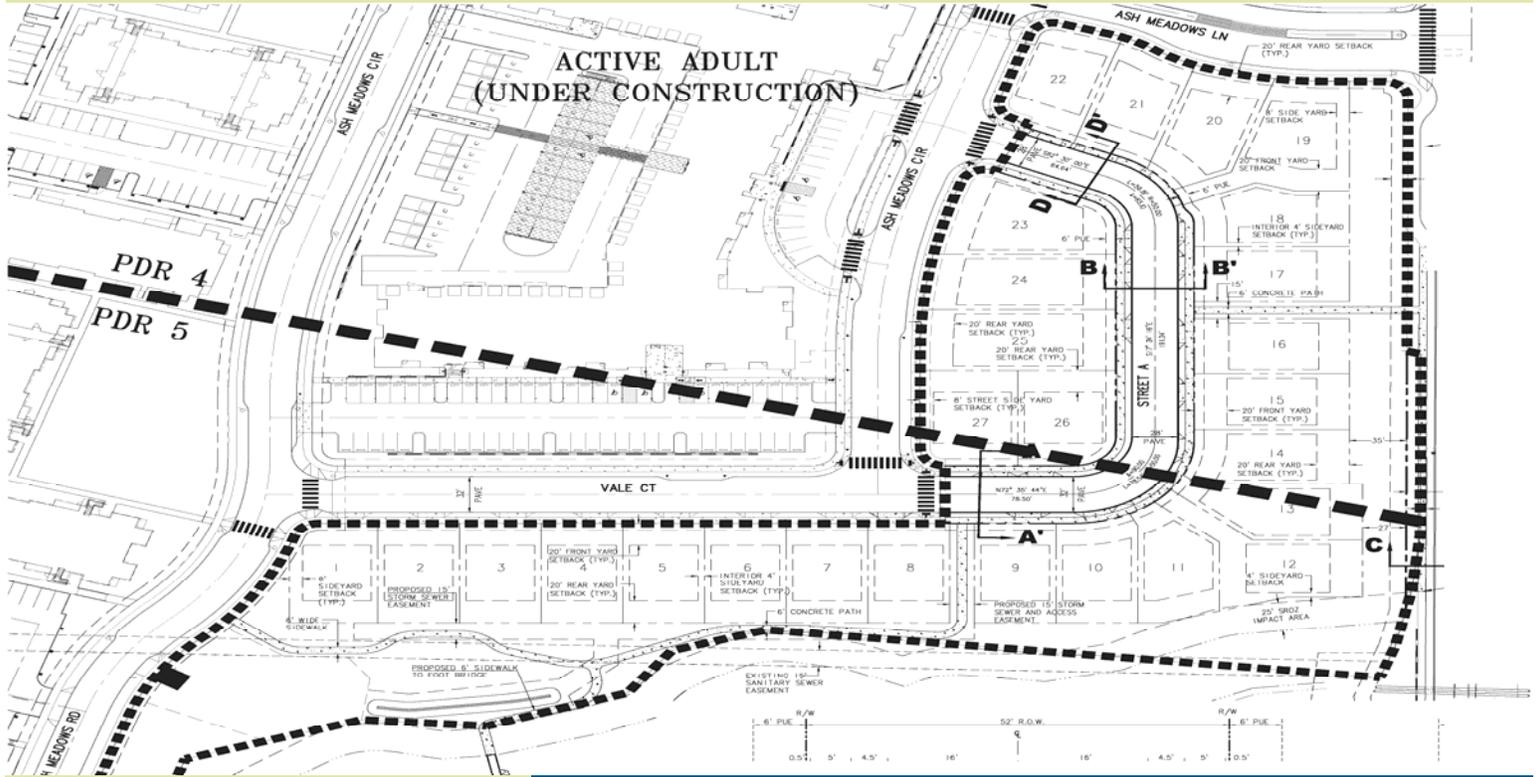
APPLICANT:  
POLYGON NORTHWEST



# 3

APPROVED PLAN

# BRENCHLEY ESTATES NORTH



ACRES:  
5.22 GROSS

NUMBER OF HOMES:  
27

AVERAGE LOT SIZE:  
4,990 SF

NET DENSITY:  
8.52 UNITS PER ACRE

APPLICANT:  
HOLLAND PARTNERS GROUP

APPROVED: APRIL 14, 2014

## LAND DEDICATIONS

HOUSING: 3.20 ACRES (61%)

OPEN SPACE: 1.30 ACRES (25%)

ALLEYS: 0 ACRES (0%)

STREETS: 0.80 ACRES (14%)

HOUSING TYPES:  
27 DETACHED SINGLE FAMILY

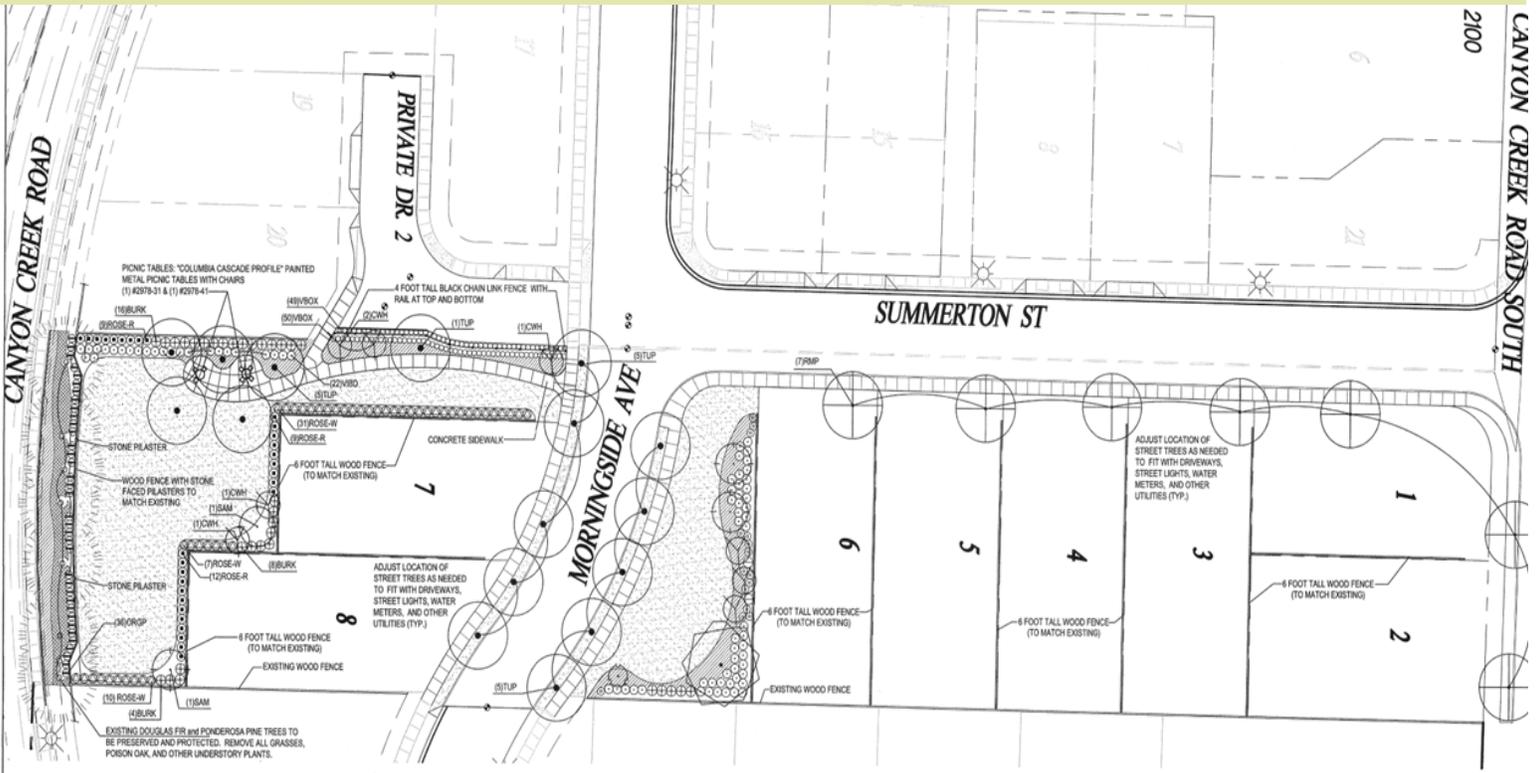
LOCATION: NORTH OF TOWN CENTER OFF PARKWAY AVENUE, ADJACENT TO THE TERRENE COMMUNITY CENTER



# 4

APPROVED PLAN

# RENAISSANCE AT CANYON CREEK II



**ACRES:**  
1.79 GROSS

**NUMBER OF LOTS:**  
8

**AVERAGE LOT SIZE:**  
5,970 SF

**NET DENSITY:**  
7.3 UNITS PER ACRE

**APPLICANT:**  
RENAISSANCE DEVELOPMENT

APPROVED: MARCH 10, 2014

## LAND DEDICATIONS

HOUSING: 1.10 ACRES (61%)

OPEN SPACE: 0.50 ACRES (26%)

ALLEYS: 0 ACRES (0%)

PUBLIC STREETS: 0.20 ACRES (13%)

HOUSING TYPES:  
8 DETACHED SINGLE FAMILY

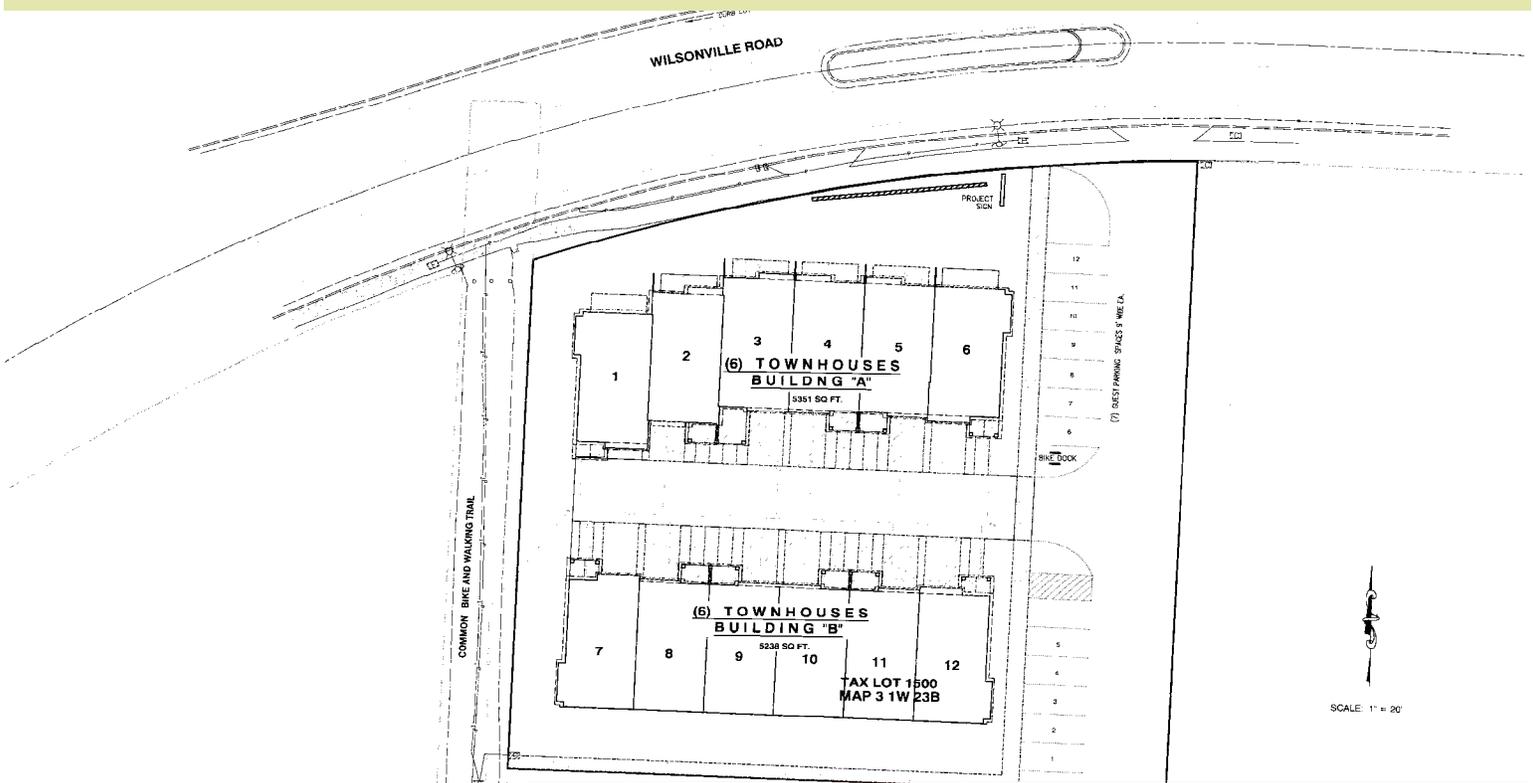
LOCATION: NE OF TOWN CENTER BETWEEN SW CANYON CREEK ROAD AND BOECKMAN CREEK



# 5

APPROVED PLAN

# WILSONVILLE GREENS



ACRES:  
0.79 GROSS

NUMBER OF HOMES:  
12

AVERAGE LOT SIZE:  
N/A

NET DENSITY:  
25 UNITS PER ACRE

APPLICANT:  
BAYNARD MENTRUM,  
ARCHITECT

APPROVED: JULY 14, 2014

## LAND DEDICATIONS

HOUSING: 0.20 ACRES (29%)

OPEN SPACE: 0.30 ACRES (38%)

PARKING & CIRCULATION: 0.30 ACRES (33%)

HOUSING TYPES:

12 MULTI FAMILY UNITS FOR RENT/LEASE

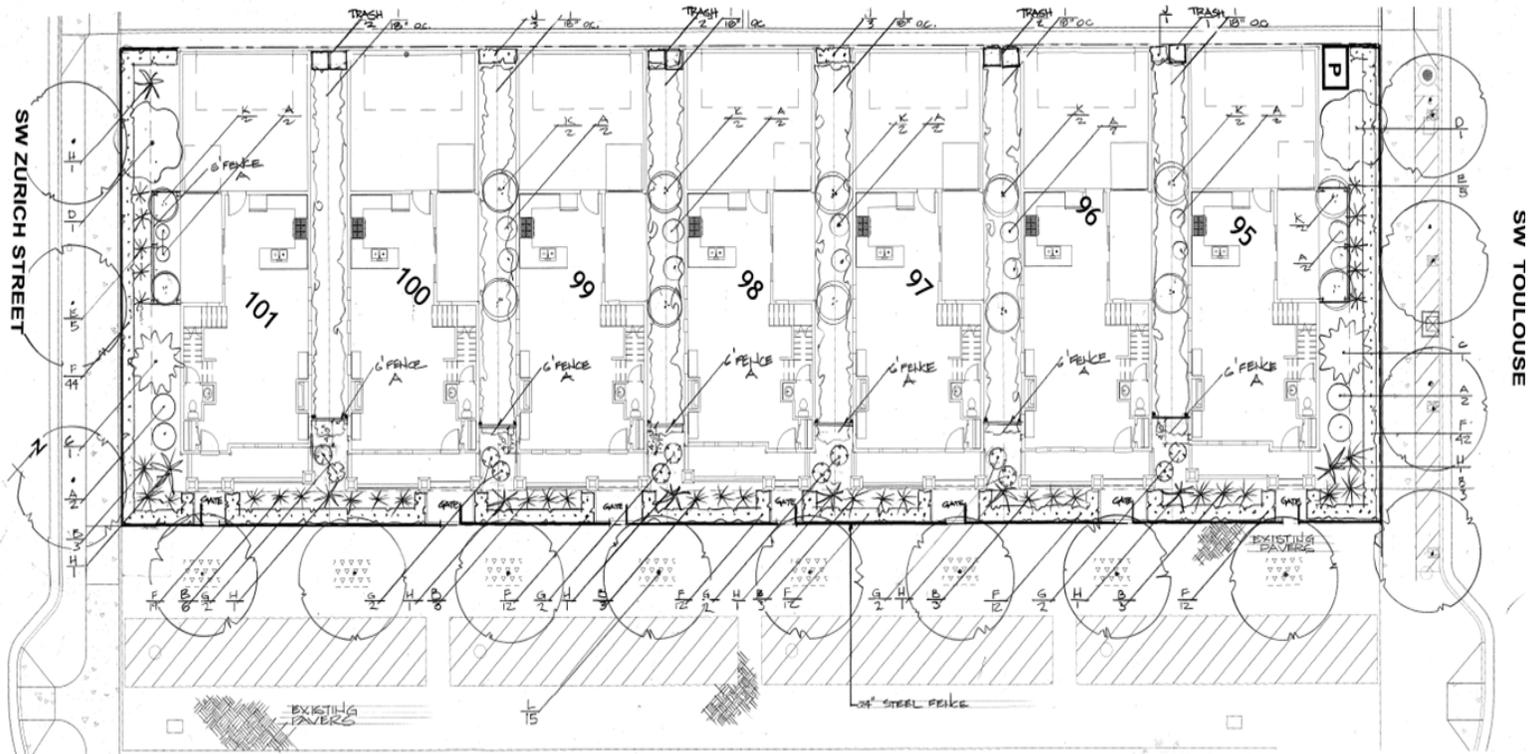
LOCATION: WEST WILSONVILLE NEAR INTERSECTION OF  
BROWN AND WILSONVILLE ROADS



# 6

APPROVED PLAN

# CARVALHO ROW HOUSES



**ACRES:**  
0.89 GROSS

**NUMBER OF HOMES:**  
18

**AVERAGE LOT SIZE:**  
2,150 SF

**NET DENSITY:**  
20 UNITS PER ACRE

**APPLICANT:**  
RCS- VILLEBOIS  
DEVELOPMENT, LLC



APPROVED: SEPTEMBER 8, 2014

## LAND DEDICATIONS

HOUSING: 0.90 ACRES (100%)

OPEN SPACE: 0 ACRES (0%)\*

ALLEYS: 0 ACRES (0%), ALREADY CONSTRUCTED

PUBLIC STREETS: 0 ACRES (0%), ALREADY CONSTRUCTED

HOUSING TYPES:

18 DETACHED SINGLE FAMILY

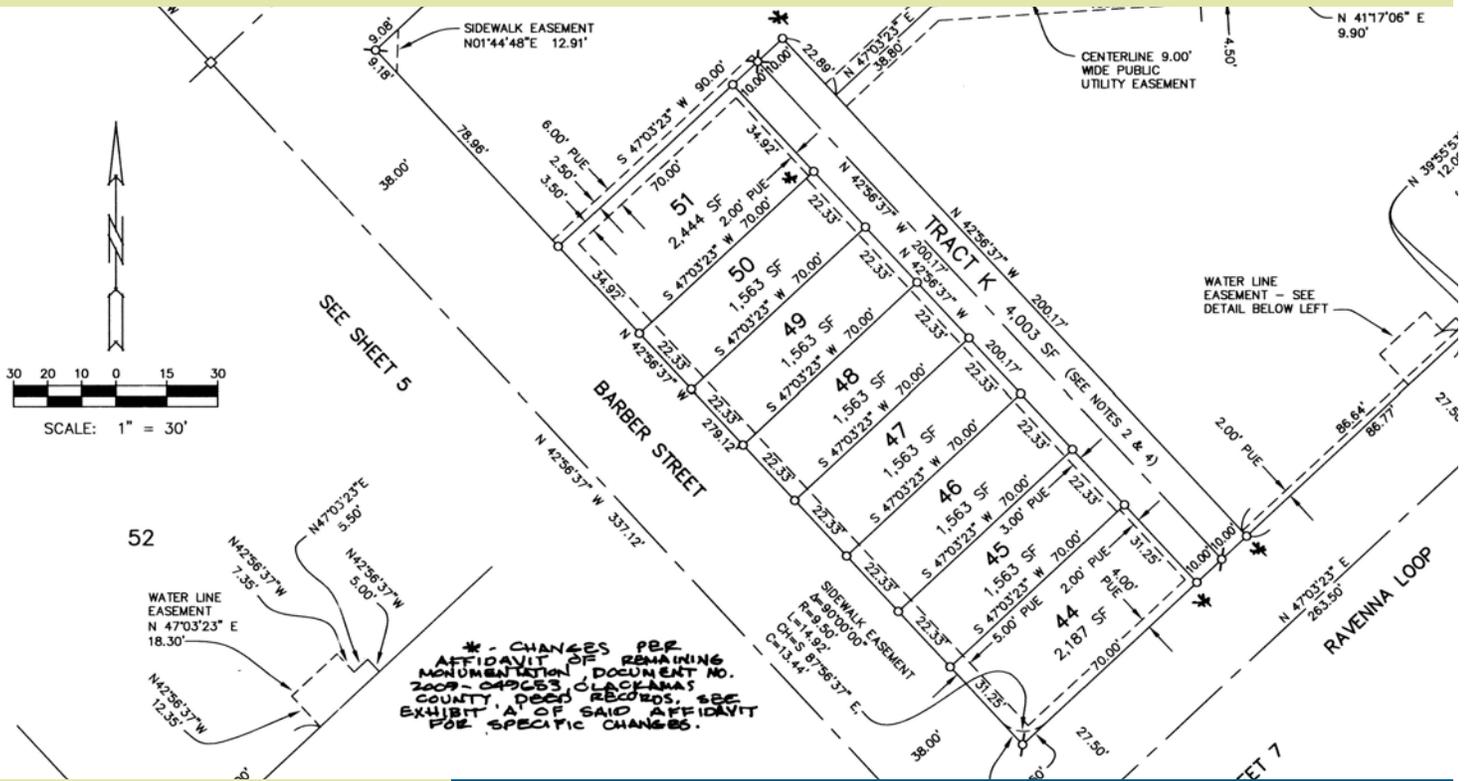
LOCATION: VILLEBOIS CENTRAL

\*OPEN SPACE PROVIDED OFF-SITE THROUGH CENTRAL VILLEBOIS AREA PLAN

7

APPROVED PLAN

# SEVILLE ROW HOUSES



ACRES:  
0.32 GROSS

NUMBER OF HOMES:  
7

AVERAGE LOT SIZE:  
1,990 SF

NET DENSITY:  
21 UNITS PER ACRE

APPLICANT:  
RCS-VILLEBOIS INVESTMENT,  
LLC



APPROVED: SEPTEMBER 8, 2014

## LAND DEDICATIONS

HOUSING: 0.30 ACRES (100%)

OPEN SPACE: 0 ACRES (0%)\*

ALLEYS: 0 ACRES (0%), ALREADY CONSTRUCTED

PUBLIC STREETS: 0 ACRES (0%), ALREADY CONSTRUCTED

HOUSING TYPES:  
7 DETACHED SINGLE FAMILY

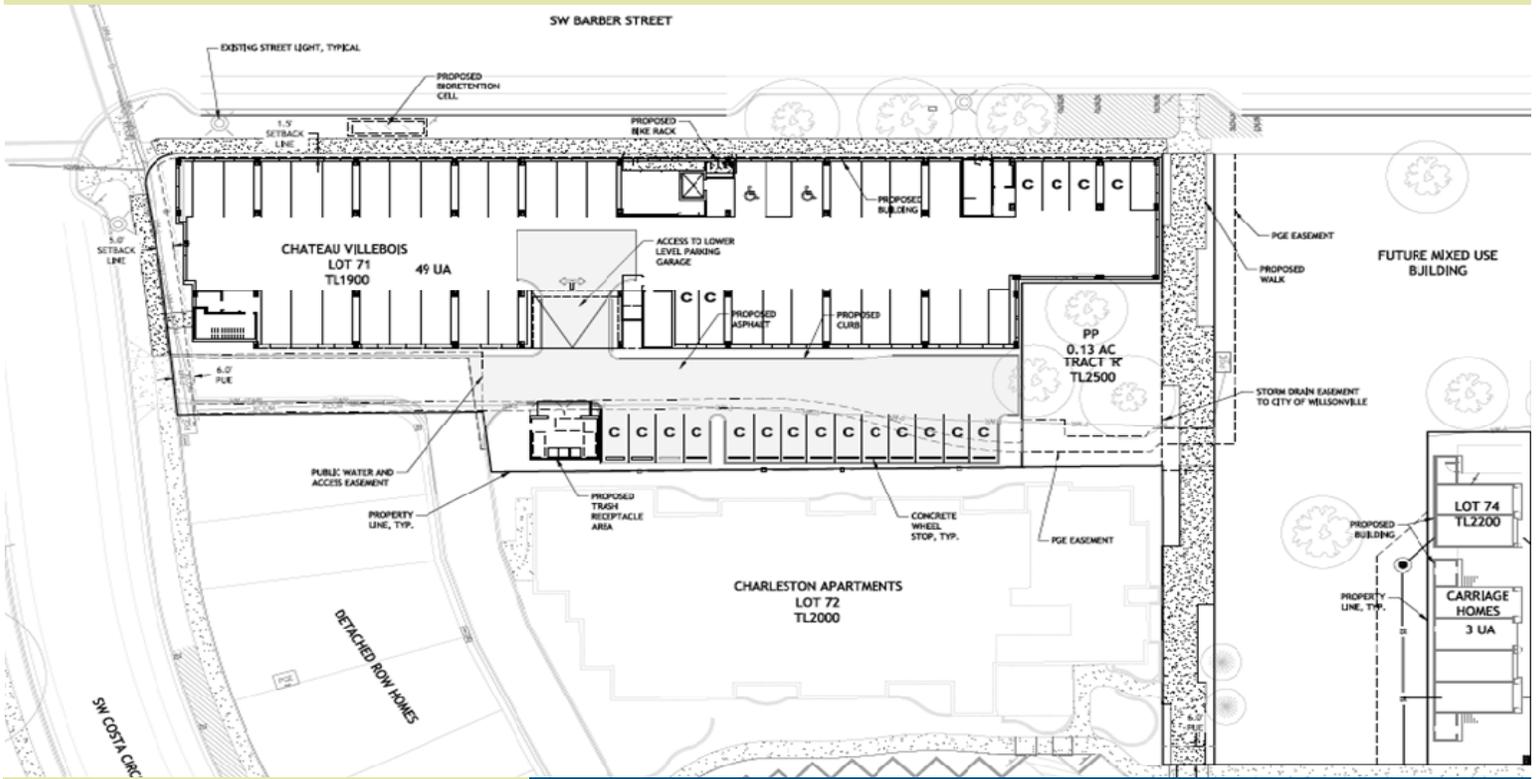
LOCATION: VILLEBOIS CENTRAL

\*OPEN SPACE PROVIDED OFF-SITE THROUGH CENTRAL VILLEBOIS AREA PLAN

# 8

APPROVED PLAN

# CHATEAU VILLEBOIS



APPROVED: DECEMBER 8, 2014

**ACRES:**  
0.61 GROSS

**NUMBER OF HOMES:**  
49

**AVERAGE LOT SIZE:**  
N/A

**NET DENSITY:**  
89 UNITS PER ACRE

**APPLICANT:**  
CHATEAU VILLEBOIS, LLC

## LAND DEDICATIONS

HOUSING: 0.60 ACRES (90%)

LANDSCAPING: 0.10 ACRES (10%)

OPEN SPACE: 0 ACRES (0%)\*

PARKING: 0 ACRES (0%), tuck-under

HOUSING TYPES:  
49 MULTI FAMILY UNITS

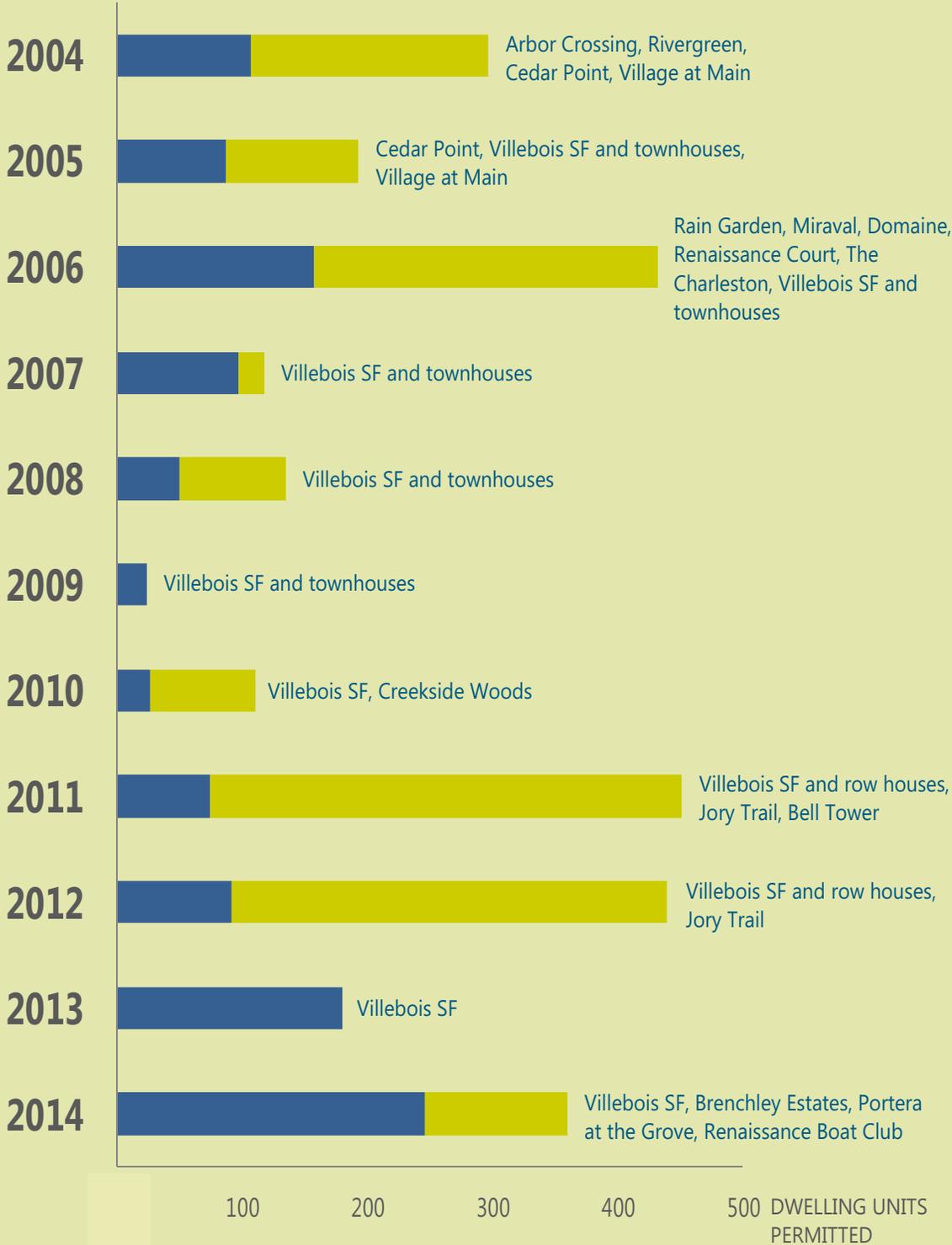
LOCATION: VILLEBOIS CENTRAL



\*OPEN SPACE PROVIDED OFF-SITE THROUGH CENTRAL VILLEBOIS AREA PLAN

# 10-YEAR DEVELOPMENT TIMELINE

■ Single-Family   ■ Multi-family



source: City of Wilsonville Building Permit Database

# LOOKING FORWARD



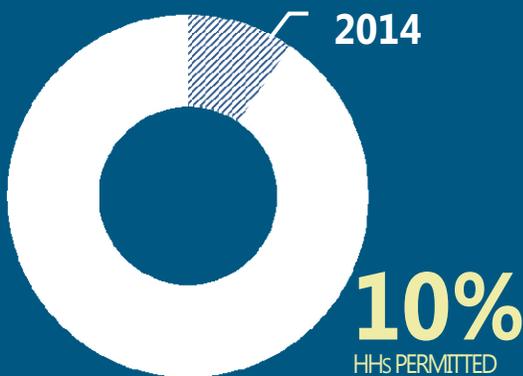
The City of Wilsonville has experienced notable growth over the past four years with a 3.8% increase in households, as compared to 2.8% over the past ten years, it is double regional expectations. Villebois is over half built, and as infrastructure is completed housing development is moving faster. Coupled with an economy back at pre-recession activity, the city expects similar development rates in 2015.

At the current rate of development, household growth would surpass the regional forecast by 2024 and the city would be looking beyond its current buildable land inventory. This picture reinforces the importance of planning in Frog Pond and Advance Road.

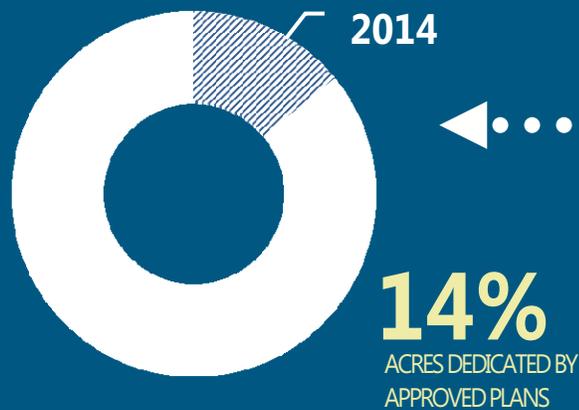
People are attracted to live in Wilsonville and employers continue to locate here, consistently rating the city as a great place to live, work, and do business. Looking forward, it will be integral to the health and sustainability of the city to provide adequate housing options for new employees, growing families, and retiring residents.

*"The community survey results confirm that the City is headed in the right direction as our community develops, and Wilsonville seeks to provide top-quality services to residents and businesses. We still have a lot of work to do to ensure that our community grows in a responsible manner that retains our high quality of life and level of City services that community members currently enjoy."*

– MAYOR TIM KNAPP



2014-2034 METRO HOUSEHOLD GROWTH FORECAST



2014-2034 ACRES OF BUILDABLE LAND IN THE CITY



**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015**

---

**IX. OTHER BUSINESS**

- A. 2015 Planning Commission Work Program

## 2015 Annual Planning Commission Work Program

DATE	AGENDA ITEMS		
	Informational	Work Sessions	Public Hearings
<b>2015</b>			
<b>March 11</b>		2014 Housing Report Communications Plan	
<b>April 02</b> Open House hosted by the CCI		Frog Pond Area Plan	
<b>April 08</b>		Memorial Park Master Plan Transportation Performance Modeling	
<b>May 13</b>		Coffee Creek Industrial Area Form-Based Code	Memorial Park Master Plan

### 2015

- 1 **Transit Master Plan**
- 2 Asset Management Plan
- 3 **Basalt Creek Concept Planning**
- 4 Solid Waste and Recycling Code Amendments
- 5 **Climate Smart Communities (Metro)**
- 6 Density Inconsistency Code Amendments
- 7 Citywide signage and way finding program
- 8 **Coffee Creek Industrial Area Form-Based Code**
- 9 **Frog Pond Area Plan**
- 10 Old Town Code Amendments
- 11 **Parks & Rec MP Update - Rec Center/Memorial Park Planning**
- 12 **French Prairie Bike/Ped Bridge**
- 13 **Transportation Performance Modeling**

*\*Projects in bold are being actively worked on in preparation for future worksessions*

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015**

---

**X. COMMUNICATIONS**

- A. Metro 2015 urban growth management decision



Date: February 12, 2015  
To: Metro Council  
From: John Williams and Ted Reid, Planning and Development Department  
Re: Staff proposal for structuring urban growth management discussions in light of the remand of urban reserves

---

### **Introduction**

At its February 3, 2015 retreat, the Metro Council discussed the legal status of urban and rural reserves and implications for the Council's next urban growth management decision. This memo follows up on Council direction at the retreat and proposes a work plan leading to a Metro Council decision in the fall of 2015 on which of two general process options to pursue. Staff will provide Council with additional policy, legal, and budgetary considerations on each option as the fall 2015 decision approaches.

Option 1: conclude the urban growth management decision in 2015, prior to resolution of the urban reserves in Clackamas and Multnomah counties.<sup>1</sup>

Option 2: request an extension from the state for the urban growth management decision to wait for the resolution of urban reserves and to allow for additional discussion of housing needs.

This proposed framework is guided by Council's direction that it wishes to discuss several policy topics, and support regional discussion of these topics, before deciding which growth management option best achieves the region's desired outcomes. This proposed framework also reflects the fact that the draft Urban Growth Report (UGR) provides a substantial information base for informing policy discussions. Following Council's direction, staff's primary effort in 2015 will be to focus discussions on how to support implementation of existing community plans and how those plans interact in a regional context, rather than focusing on new data analysis.

### **Background notes**

The draft 2014 UGR accepted by the Council finds that adopted city and county plans can accommodate expected housing and job growth inside the existing urban growth boundary (UGB). Council and MPAC have indicated a desire to continue discussing a number of topics, some of which may have implications for the draft UGR's conclusions regarding housing needs. However, without

---

<sup>1</sup> The Council could also choose to initiate a new growth management decision cycle before the next state-mandated urban growth report would be due.

new policy direction, the UGR's conclusion will likely hold true for the near future, including if a new UGR were developed in the next two to three years.

The draft UGR assumes that, because of market factors, only a portion of the region's zoned capacity may develop over the next 20 years. Some stakeholders have asserted that zoned capacity should be discounted further. Others assert that too many discounts have been applied or have questioned whether it is legally permissible to apply market discounts at all. As far as staff is aware, Metro's approach to applying market factors is untested in the courts.

The Metro Council and the region have adopted an outcomes-based approach to growth management, meaning that it intends to consider housing needs in light of practical and feasible outcomes on the ground. Two cities, Wilsonville and Sherwood, are working to complete residential concept plans for areas they would like the Council to consider for UGB expansion. However, if the Council determines that there is a regional need for additional growth capacity, the recent remand of urban reserves means that the Council cannot rely on urban reserves for expanding the UGB in 2015.

### **Proposed framework for 2015 work program**

In order to inform the Council's decision-making on which growth management process option to pursue in fall 2015, staff proposes to focus policy discussions in spring of 2015 on the following three questions related to regional housing needs:

1. Residential development potential in Damascus  
How much residential development should be assumed is likely in the City of Damascus? If less than what is forecast in the draft UGR is likely, where might that development occur instead? Or, should the region plan for a lower point in the range forecast?
2. Residential development potential in centers such as Portland  
How much residential development should be assumed is likely in the region's centers and corridors, including those in Portland? If less than what is forecast in the draft UGR is likely, where might that development occur instead? Or, should the region plan for a lower point in the range forecast?
3. Choosing a point in the range forecast  
Should the region plan for the midpoint of the forecast range, which has the highest probability, or should the region plan for higher or lower growth? Why? What new policies would be implemented to achieve higher or lower growth?

Staff proposes that other topics of interest that do not directly impact the determination of whether there is a regional need for land for residential growth be discussed separately, and perhaps after the growth management process option is chosen, since they cannot be resolved by a single growth management decision. Examples of these topics include regional housing affordability, regional infrastructure costs, and regional housing mix.

Note that the draft UGR forecasts the mix of housing that will result from adopted city and county plans. Establishing a markedly different share of single-family or multifamily housing in the region is not as simple as making a technical change to the draft UGR. It would require a larger discussion

of how the region intends to grow, including a discussion of the amendments to state, regional, and local policies and investment programs that would be required to achieve a different housing mix.

**Proposed timeline for work program in 2015**

February	Discussion of framework for proposed work program.
March – July	MPAC and Council initial discussions of the three topics related to regional housing needs.
September	Metro COO recommendation on the three topics and next steps for growth management decision-making. Release of inaugural report on regional readiness for addressing future opportunities and challenges, including some of the other topics of interest to Council and MPAC.
Fall	MPAC recommendation to Council on next steps for growth management decision-making.
By December or sooner	<b>Metro Council decision on next steps for growth management:</b> <ol style="list-style-type: none"> <li>1. Does the Council choose to conclude the urban growth management decision at this time or request an extension?</li> <li>2. Does the Council direct staff to conduct a new UGR before its next scheduled 6-year review? If so, what direction would Council like to provide staff regarding the three topics related to regional housing needs or other issues?</li> </ol>