



**HILLSBORO 2020  
VISION AND ACTION PLAN**

**ANNUAL PROGRESS REPORT, 2009**

**Prepared by:**

**Vision Implementation Committee**

**for the**

**Hillsboro City Council**

**June 16, 2009**



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June 16, 2009

Dear Mayor Willey and City Council Members:

On behalf of the Hillsboro 2020 Vision Implementation Committee (VIC), I am pleased to present the 2008-2009 Hillsboro 2020 Vision and Action Plan annual progress report.

In addition to providing City Council an update on implementation status, the VIC is submitting several proposed modifications to the Action Plan for your review and approval, along with a group of new support partner organizations that have stepped-up to help bring Hillsboro 2020 to life.

With respect to overall implementation progress, 123 of 147 Hillsboro 2020 actions (84%) are now underway or complete. Some of the more recent highlights are listed in the "Year in Review," on page two. Now in our ninth year of implementation, the VIC continues to be impressed with the strides our community partners have made, and their dedication to making Hillsboro the best place to live in the world.

This summer marks the kickoff of the Hillsboro 2020 Strategy Review process. This is a critical milestone for the visioning effort. In addition to ensuring Hillsboro 2020 remains aligned with the goals and priorities of our citizens, we will be creating a new generation of strategies and actions to guide the way Hillsboro evolves and the way we connect with our community and one another over the next decade. We look forward to engaging your ideas and leadership as we move forward with that process.

In closing, I want to thank you for your continued support of Hillsboro 2020 and express our appreciation for the City's leadership in making Hillsboro 2020 – the community's plan – a priority and a reality.

Sincerely,

Steve Callaway  
Chair, Hillsboro 2020 Vision Implementation Committee

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# I. Introduction

## HILLSBORO 2020 VISION OVERVIEW

\* Note: This section is reproduced each year for the first-time reader, to provide an introduction to what Hillsboro 2020 is and what it means to the greater Hillsboro community. The remainder of the Annual Progress Report focuses on activities and achievements from the past year of implementation.

During the past 25 years, Hillsboro has experienced significant residential and economic growth. The community has become economically self-sufficient with a strong and diverse industrial base, and vital retail areas. It has recently more than doubled its geographical size and has started incorporating neighborhoods and commercial areas to the east. A consequence of this growth and change in community character has been an emerging need to redefine the City's identity and help set a course for the future that reflects the values of its citizens. Eight years ago, recognizing this challenge, the City of Hillsboro initiated an extensive public discussion to develop a vision and action plan for the next 20 years.

This community-wide effort, the Hillsboro 2020 Vision program, was conducted over three years (1997-2000) and involved hundreds of citizens representing dozens of community interests including business, environment, neighborhood, social service, healthcare, education, government and many others. The product of this endeavor was a Vision Statement describing Hillsboro in 2020, and an Action Plan identifying the programs and projects necessary to achieve that vision.

The project involved an extensive public participation program including a citizen task force that advised the City and developed the recommended Hillsboro 2020 Vision and Action Plan. In addition, the general public and various interest groups were engaged through a broad range of outreach activities such as public workshops and forums, newsletters, presentations to community groups, and focus groups. More than 1,500 citizens participated in the vision planning process.

The original Action Plan listed 46 strategies and 114 actions to bring the Vision to life. The plan outlines opportunities to enhance community identity, connections and livability. During the plan's development, 18 community partners agreed to take the lead on one or more of the actions. Many of these actions have required the formation of public-private partnerships. Implementation of the Hillsboro 2020 Vision continues to be a community-wide effort.

Since 2000, a citizen-led Vision Implementation Committee, appointed by the Hillsboro City Council, has monitored and facilitated the Vision's implementation, assuring that the Vision will transition from plan to reality. As part of the charge described in the following section, the Vision Implementation Committee is responsible for developing and presenting an annual progress report to City Council. In 2004-2005, the Vision Implementation Committee led the first community review of the strategies and actions in the Hillsboro 2020 Vision Action Plan. As a result, three new strategies and 33 actions were added to the Action Plan.

The Hillsboro 2020 Vision program has received state, national and international recognition. In 2000 the project received the Good Governance Award from the League of Oregon Cities, and in 2002, the International Association for Public Participation (IAP2) Core Values Co-Project of the Year Award. Hillsboro's receipt of the IAP2 award also was formally recognized by Congressman David Wu in the Congressional Record. In 2004, Tualatin Valley Television (TNTV) – one of the Hillsboro 2020 Vision program's Lead Partners – was named a National Pegasus Award of Honor recipient for its educational video about the Hillsboro 2020 Vision and Action Plan. A distinguished panel of judges representing industry professionals from around the country selected TNTV for this award.

## II. Year in Review: Highlights from 2008-2009

### HILLSBORO 2020 IN ACTION

This “Year in Review” summary provides an overview of implementation highlights from the past year. Through the use of brief summary text and photos, the Vision Implementation Committee hopes to convey some of the many ways community partners are bringing Hillsboro 2020 to life. Highlights include:

- The Chamber and School District have partnered to increase **internship opportunities for students**. The Chamber’s School to Work program placed more than 3,200 students in over 2,000 businesses this past year. The Chamber is also partnering with Portland Community College and Pacific University and the BizConnect program to develop additional internship programs throughout the region.



- The Westside Transportation Alliance has been working with major Hillsboro employers to **reduce employee drive alone commute trips**. Companies like Solar World and Genentech are following through on their commitment to sustainability by incentivizing their employees to find alternative means of getting to work. In return, these businesses received business energy tax credits – all in all, a great deal for everyone.

- Westside Transportation Alliance is also working with the Chamber and TriMet to **solve the “last mile” challenge** separating Hillsboro employment centers from transit drop points. In conjunction with EcoShuttle, Westside Transportation Alliance has been instrumental in facilitating a shuttle from MAX to Farmers Insurance, Intel and Nike. WTA is currently managing a feasibility study to learn the interest in running more shuttles among employers in the Dawson Creek and Evergreen area to MAX and other transit stops.



- The Hillsboro Arts and Culture Council and other local partners have continued efforts to make Hillsboro a **first-class city for arts and culture**. A few of the musicians who have performed in Hillsboro recently include elite pianist George Winston, pop legend Colin Hay, Gibson signature guitarist Johnny A and many others. In another recent victory for local arts, Bag and Baggage Productions, a professional theater company, has decided to set up shop in the beautifully refurbished Venetian Theatre.

- The **community gardens** partnership between the City of Hillsboro and Calvary Lutheran Church has celebrated three successful years. Every plot is spoken for, and 90% of the gardeners renew each year. This includes eight low-income plots for qualified Hillsboro residents. In addition to growing their own food, community gardeners have donated significant amounts of produce to the Oregon Food Bank. This success has spawned development of a second community garden, now under construction at Sonrise Church off Cornell road.



### III. Vision Implementation Committee Program: 2008-2009

#### VISION IMPLEMENTATION COMMITTEE CHARGE

As adopted by Hillsboro City Council in the *Hillsboro 2020 Vision and Action Plan*, a Vision Implementation Committee (VIC) was established in September 2000 with the following charge<sup>1</sup>:

**Monitor progress of the Vision Action Plan, encourage implementation of actions and recommend minor modifications to the plan as necessary. Committee's activities will include:**

- A minimum of two committee meetings per year
- An annual progress report to the Hillsboro City Council
- Host an annual “town hall” meeting for public discussion of the Vision Action Plan
- Maintain two-way communication with lead partners to track and encourage implementation
- If necessary, recommend changes to the Vision Action Plan for City Council consideration

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<sup>1</sup> The VIC charge also included provisions specific to the first year, 2000-2001, including: Develop a clear understanding of lead partner roles; prepare an Action Plan evaluation process and criteria; develop a memorandum of understanding between lead partners stating their commitment to the Vision Action Plan and their respective roles. All of these tasks were accomplished by 2001, and are not repeated here.

## CHARGE FULFILLMENT

During its 2008-2009 program, the Vision Implementation Committee (VIC) accomplished all elements of its charge as described below.

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**Charge Element:** Hold a minimum of two Committee meetings per year.

**How Fulfilled:** Three Vision Implementation Committee and two Vision Implementation Steering Committee meetings were convened during 2008-2009.

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**Charge Element:** Submit a progress report to City Council.

**How Fulfilled:** The 2009 Annual Progress Report will be presented to City Council on June 16.

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**Charge Element:** Host an annual Vision “Town Hall” meeting.

**How Fulfilled:** The Ninth Annual Hillsboro 2020 Vision Town Hall was held Wednesday, April 29, 2009 at the Hillsboro Civic Center. Approximately 200 people attended.

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**Charge Element:** Maintain two-way communication with lead partners.

**How Fulfilled:** The Vision Implementation Committee connected with lead partners through several venues during the year including:

- One-on-one interviews with all lead partner representatives to ascertain satisfaction and future plans;
- Preparation and distribution of a letter and survey to all lead partners;
- Coordination of Hillsboro 2020 volunteer opportunities with lead partners;
- Targeted follow-up with lead partners through VIC’s Lead Partner Assistance Subcommittee (LPAS) and Latino Outreach Advisory Committee (LOAC); and active participation by several lead partners on the new Education and Outreach Committee (EOC) described on the following page;
- Technical assistance, provided by VIC, staff and consultant, to lead partners to help further implementation of their actions;
- A presentation to lead partners and other community service organizations at the Hillsboro Chamber’s Community Service Organization Summit on February 26<sup>th</sup>, 2009; and
- Inclusion in the Hillsboro 2020 Town Hall through invitations to present and/or set-up a partner display table during the “open house.”

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**Charge Element:** If necessary, recommend proposed changes to the Vision and Action Plan for Council review.

**How Fulfilled:** The VIC recommended seven modifications to the Hillsboro 2020 Action Plan, all of which are discussed later in this report. In addition, 12 support partners were added to the growing list of implementation volunteers.

## ACTIVITIES BEYOND THE CHARGE

In 2008-2009, the VIC performed a number of activities beyond those scoped in the core work program:

- **Lead Partner Assistance Subcommittee (LPAS).** The Lead Partner Assistance Subcommittee continued providing targeted outreach and support to Hillsboro 2020 lead partners. This year, LPAS reviewed the status of 30 specific actions, resolving most identified challenges, including recommending seven minor modifications to the action plan.
- **Latino Outreach Advisory Committee (LOAC).** The Latino Outreach Advisory Committee continues to provide advice and guidance regarding outreach to the Latino community, and to make Speakers Bureau presentations to Latino audiences. Highlights from the past year included a LOAC sponsored SOLV IT clean-up event where over 40 volunteers from the Latino community did a neighborhood trash sweep, cleaned picnic tables and planted flowers at Shute Park. LOAC members also developed a Hillsboro 2020/LOAC brochure and attended various events spreading the word about Hillsboro 2020, LOAC's mission and opportunities to become involved.
- **Education and Outreach Committee (EOC).** VIC created a new Education and Outreach Subcommittee this year, responsible for increasing Hillsboro 2020 awareness and visibility in the community. This includes serving as an advisory body and VIC lead for Hillsboro 2020 branding, educational outreach, speakers' bureau activities, volunteer opportunities, media relations and public communications. The Education and Outreach Committee will play an important role in facilitating public involvement in the Year 10 Strategy Review process.
- **Hillsboro 2020 Vision Awards Program.** The VIC continued the Hillsboro 2020 Vision Awards program, providing an opportunity to recognize an individual and an organization for outstanding contributions to the Hillsboro 2020 Vision. This year's winners are described in further detail in Section IV of this report.
- **Hillsboro 2020 Vision Volunteer Program.** The Hillsboro Chamber of Commerce continued managing the Hillsboro 2020 Vision Volunteer Program to coordinate lead partner volunteer opportunities and citizen volunteers. This year, 12 Hillsboro 2020 lead partners offered 37 unique volunteer opportunities and the Chamber placed 34 new volunteers. The Chamber also promotes Hillsboro 2020 volunteer opportunities in its *Chamber Advocate* newsletter.

A complete report on the Hillsboro 2020 Vision Volunteer Program, including statistics on volunteer opportunities and referrals, was produced by the Hillsboro Chamber of Commerce in May and is included as an appendix to this report.

- **Service Organization Summit.** This year, Hillsboro 2020 VIC members and staff made the "feature" presentation at a service organization summit hosted by the Hillsboro Chamber of Commerce. Our ambassador team provided an overview of Hillsboro 2020 and described opportunities for 19 organizations in attendance to get involved in the future.

## IV. Hillsboro 2020 Vision Awards

The Vision Implementation Committee (VIC) presented the Hillsboro 2020 Outstanding Organization and Individual Awards as part of the Hillsboro 2020 Vision Awards Program initiated in 2002-2003. These awards, which “recognize Hillsboro citizens, both individuals and organizations, for their exceptional service to the community in promoting achievement of the Hillsboro 2020 Vision and Action Plan,” were presented at the 2009 Hillsboro 2020 Vision Town Hall.

### OUTSTANDING INDIVIDUAL AWARD

The *Outstanding Individual* category nominating criteria include:

1. Made an outstanding contribution to the mission and intent of the Hillsboro 2020 Vision program
2. Helped promote awareness of the Hillsboro 2020 Vision program throughout the community
3. Helped promote overall achievement of the Hillsboro 2020 Vision Action Plan
4. Undertook an extraordinary effort “above and beyond the call”
5. Made the most out of the least amount of resources

Based on these criteria, the VIC Awards Committee selected **Paul Danko** as the 2009 recipient of the Hillsboro 2020 Vision Outstanding Individual Award. Some of Paul’s contributions to Hillsboro 2020 include:

- Paul has been involved in Hillsboro 2020 since its inception, has worn many hats, and filled many roles.
- As a member of the Vision Implementation Committee, he provided important perspective as the public safety representative. Paul drew on his years in the Beaverton Police Department and through his experience helped us partner with the community to pursue strategies that could not have been accomplished without his input.
- Paul has served multiple years as Chair of the Hillsboro 2020 Town Hall Planning Committee, inspiring the creativity and energy that has made the event the great community success it has become.
- Paul has been a visible cheerleader for Hillsboro 2020, always quick to accept a speaking engagement and reach out to local civic groups and individuals alike. Paul has also represented Hillsboro 2020 at major community events including Celebrate Hillsboro, Tuesday Market, and the Farmer’s Market.

Though Paul has recently “retired” from the VIC, his contributions will be remembered and appreciated for many years to come.

## OUTSTANDING ORGANIZATION AWARD

The *Outstanding Organization* category nominating criteria include:

1. Made an outstanding contribution to the mission and intent of the Hillsboro 2020 Vision program
2. Helped promote awareness of the Hillsboro 2020 Vision program throughout the community
3. Undertook and/or accomplished specific Hillsboro 2020 Action Plan strategies and actions
4. Promoted achievement of strategies or actions that would not otherwise be achieved without the Hillsboro 2020 Vision Action Plan

The VIC Awards Committee selected **Community Action Organization (CAO)** as the Outstanding Hillsboro 2020 Organization for 2009. CAO has been an active Hillsboro 2020 partner from the beginning, and along the way has made many significant contributions, including:

- Serving as lead partner a critical Hillsboro 2020 action item: “Expand and consolidate information referral services.” The resulting 211-Info service provides telephone, web and print resources referring information seekers to a range of services including child care, energy assistance, emergency rent assistance, housing, weatherization and many more. These referral services are particularly crucial to underserved populations in need of accessible and affordable care.
- Community Action was also instrumental in partnering with Tuality Health Care and Washington County on launching Project Access Now, which links underserved community members with health care providers like the Essential Health Clinic, Virginia Garcia and others.
- In the current economic recession, the demand for Community Action’s services has reached all-time highs. Despite limited resources and capacity, they have stepped up to meet the challenge.
- Even with all of these organizational demands and responsibilities, several staff representatives from Community Action have been extremely involved in the Vision through their participation on the Vision Implementation Committee (VIC). Both Jimi Smith and Jerralynn Ness have given many hours of their time to participate in VIC meetings and provide their guidance and assistance with planning for the Town Hall event each year.

The VIC is honored to have Community Action Organization as a partner, and grateful for the organization’s contributions to Hillsboro 2020 and the greater Hillsboro community.

## CHAIR’S AWARD

VIC members are not eligible for the Hillsboro 2020 Outstanding Individual Awards. However, a separate form of recognition is offered annually by the Chair. A “Chair’s Award” is presented to a VIC member who has made the greatest contribution to implementing the Hillsboro 2020 Vision. This year, Chair Steve Callaway selected **Jaime Miranda** for his many contributions, including:

- Serving as Chair of the Latino Outreach Advisory Committee (LOAC) and continually finding new ways to connect Hillsboro’s Latino Community to Hillsboro 2020;
- Organizing a 45-person “clean-up event” to enhance neighborhoods surrounding Shute Park;
- Promoting Hillsboro 2020 at the Latino Cultural Festival for the past several years; and
- Helping to implement Hillsboro 2020 actions items through the Hillsboro Chamber and Economic Development Partnership.

## V. Status of Vision Action Items: 2008-2009

### OVERVIEW

The Vision Implementation Committee (VIC) is responsible for monitoring Hillsboro 2020 progress and recommending any proposed modifications to the Vision Action Plan. Through the “lead partner survey,” the VIC determines the status of all 147 proposed projects and programs, and also asks lead partners to identify any challenges they may be facing as they work to implement their actions. The following section outlines overall implementation status and lists all proposed modifications to the Vision Action Plan.

### LEAD PARTNER SURVEY AND SUMMARY OF FINDINGS

Surveys were distributed in November 2008 to all lead partners. Survey questions included:

1. How far along is your organization in implementing this action?
2. What steps have you taken to implement this action, and what specific outcomes have resulted?
3. What do you consider to be the top 1-2 highlights associated with implementation of this action?
4. Are you experiencing any implementation challenges you would like to discuss with representatives of the Vision Implementation Committee?
5. Is there anything else you would like to share pertaining to implementation of this action?
6. Are you working with organizations not listed in the Hillsboro 2020 Vision and Action Plan?

All surveys were completed and returned, and the VIC determined that 123 of 147 actions are either underway or complete. Of that total, 102 actions have been fully implemented as “on-going programs” or “one-time projects.” Only 24 actions have not yet been initiated.

A quantitative summary of implementation progress, showing data comparisons through the first nine years of implementation, is provided on the following page. Additional findings are provided below:

#### # of actions where some form of Vision Implementation Committee assistance is requested:

▪ <b>2008-2009:</b>	<b>8</b>	▪ 2005-2006:	5	▪ 2002-2003:	2
▪ 2007-2008:	5	▪ 2004-2005:	0	▪ 2001-2002:	3
▪ 2006-2007:	5	▪ 2003-2004:	10	▪ 2000-2001:	13

#### # of actions that require minor modification of the Hillsboro 2020 Vision and Action Plan:

▪ <b>2008-2009:</b>	<b>7</b>	▪ 2005-2006:	5	▪ 2002-2003:	2
▪ 2007-2008:	6	▪ 2004-2005:	NA	▪ 2001-2002:	2
▪ 2006-2007:	2	▪ 2003-2004:	2	▪ 2000-2001:	8

#### # of actions where lead partners are working with support partners not listed in Hillsboro 2020 Action Plan:

▪ <b>2008-2009:</b>	<b>7</b>	▪ 2005-2006:	22	▪ 2002-2003:	16
▪ 2007-2008:	27	▪ 2004-2005:	13	▪ 2001-2002:	18
▪ 2006-2007:	26	▪ 2003-2004:	16	▪ 2000-2001:	18

## HILLSBORO 2020 IMPLEMENTATION STATUS: YEAR-TO-YEAR COMPARISON

The table below provides a chronological comparison of implementation progress from 2000 to 2009.

Status	Total								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Underway	42	58	45	42	33	26	43	22	21
Implemented (One-time Action)	NA	NA	5	4	7	6	4	9	15
Implemented (On-going Action)	NA	NA	34	44	52	76	69	86	87
<b>Subtotal: Implemented</b>	8	16	39	48	59	82	73	95	102
<b>Subtotal: Underway or Implemented</b>	50	74	84	90	92	108	116	117	123
Not Started	64	40	30	24	22	39	31	30	24
<b>Total</b>	114	114	114	114	114	147	147	147	147

Another way to look at implementation progress, given the addition of 33 new actions as a result of the 2004-2005 Strategy Review Process, is through percentages. The following table provides a percentage overview from year to year (percentages rounded).

Status <sup>2</sup>	Total								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Underway	37%	51%	39%	37%	29%	18%	29%	15%	14%
Implemented (One-time Action)	NA	NA	4%	3%	6%	4%	3%	6%	10%
Implemented (On-going Action)	NA	NA	30%	39%	46%	52%	47%	59%	59%
<b>Subtotal: Implemented</b>	7%	14%	34%	42%	52%	56%	49%	65%	69%
<b>Subtotal: Underway or Implemented</b>	44%	65%	74%	79%	81%	73%	79%	80%	84%
Not Started	56%	35%	26%	21%	19%	27%	21%	20%	16%
<b>Total Number of Actions</b>	114	114	114	114	114	147	147	147	147

## STATUS OF NEW HILLSBORO 2020 ACTIONS

Finally, the following table provides a status summary for new actions only (adopted following the 2004-2005 Strategy Review). The table shows status for all new actions through 2009, per survey responses returned by Hillsboro 2020 lead partners. Over half of the new actions are already implemented.

Status	Total Actions			
	2006	2007	2008	2009
Underway	6	8	3	3
Implemented One-time	0	0	3	4
Implemented On-going	11	15	17	18
<b>Subtotal: Underway or Implemented</b>	17	24	23	25
Not Started	16	9	10 <sup>3</sup>	8
<b>Total Number of Actions</b>	33	33	33	33

<sup>2</sup> Following the 2002 implementation year, the VIC began recording implementation as either “one-time actions” or “on-going programs.” Therefore, 2001 and 2002 provide implementation totals only.

<sup>3</sup> On occasion, an action will go from “underway” to “not started” if early attempts to implement hit a road block or leadership changes. Thus, in 2008, ten actions are marked “not started” compared to nine in 2007.

## VI. Proposed Action Plan Modifications

### OVERVIEW

Each year, the Vision Implementation Committee (VIC) reviews completed surveys and other information received from lead partners and assesses whether or not any of that information may require modifications to the *Hillsboro 2020 Vision and Action Plan*. After deciding on an appropriate course of action, the VIC forwards any proposed modifications to the Hillsboro City Council for review and approval.

### PROPOSED ACTION PLAN MODIFICATIONS

In 2008-2009, there are seven proposed action modifications, as presented below:

Proposed Action Modifications (2009)				
Action	Lead Partner	Action Title	Issue	VIC Recommendation / Rationale
<b>Action 5.1</b>	City of Hillsboro	Common Zip Code	Staff will continue to work with USPS and other stakeholders to implement. However, some change may occur associated with, following 2010 census.	<b>Recommendation:</b> Shift timeline to 2011-15 and mark "implemented on-going."
<b>Action 5.2</b>	City of Hillsboro	Home Address System Design and Implementation	Staff will continue to work with USPS and other stakeholders to implement. However, some change may occur associated with, following 2010 census.	<b>Recommendation:</b> Shift timeline to 2011-15 and mark "implemented on-going."
<b>Action 14.4</b>	Westside Transportation Alliance	Transit "Free Fare" Zone	Stakeholder group determined downtown does not have adequate employment and residential uses to support free zone at this time. Action states, "implement if feasible."	<b>Recommendation:</b> Mark "implemented on-going," to convey action was executed and deemed infeasible, while also allowing for pursuit at a later date should circumstances change.
<b>Action 42.2</b>	Tuality Healthcare	Health Care Barrier Removal	Action was, in large part, implemented through creation and expansion of Essential Health Clinic.	<b>Recommendation:</b> Mark "implemented on-going," add Essential Health Clinic as support partner.
<b>Action 42.3</b>	Tuality Healthcare	Health Care Access and Funding	Tuality represents Hillsboro healthcare needs in a variety of forums, including at the State Legislature. However, the complexity of this action requires parallel support and effort from a variety of peer organizations..	<b>Recommendation:</b> Mark "implemented on-going."
<b>Action 42.4</b>	Tuality Healthcare	Expand Essential Health Clinic	Action designated complete following survey.	<b>Recommendation:</b> Mark "implemented on-going."
<b>Action 43.1</b>	Tuality Healthcare	Extended Adult Health Care System	Project Access is in place and school based clinics are being implemented. There is no strategic plan being developed, or planned for the future. Cece indicates action is higher level than Tuality can lead. Action modification may be in order.	<b>Recommendation:</b> Strike "strategic plan" and "county-wide" from action language.

The Vision Implementation Committee voted to approve and forward all amendments to City Council for review. The VIC is also forwarding for Council review and approval the names of 12 new *support partners* that have been collaborating with Hillsboro 2020 lead partners. A table showing new support partners is provided below.

## LEAD PARTNERS WORKING WITH NEW SUPPORT PARTNERS

In 2008-2009, lead partners reported working with 12 new *support partners* (not originally listed as a “potential partner” in the Hillsboro 2020 Action Plan). New support partners are listed below.

<b>New Hillsboro 2020 Support Partners (2009)</b>			
6.1	New Athletic Event	Hillsboro Chamber of Commerce	Washington County Visitor Association; American Softball Association
10.2	Recreational Programs Enhancement	City of Hillsboro	Washington County Commission on Children and Families; Camp Fire USA
24.2	New Tree Planting Program	City of Hillsboro	Portland State University; Lewis & Clark College
36.1	New Youth After School Programs	Hillsboro School District	Nike School Innovation Fund
36.2	Expanded After School Programs	Hillsboro Boys & Girls Club	Forest Grove School District
39.2	Youth Arts Support	Hillsboro Community Arts	Age Celebration; Safeplace for Youth; Community Aids Foundation
42.2	Health Care Barrier Removal	Tuality Healthcare	Essential Health Care Clinic

## VII. 2009 Annual Hillsboro 2020 Vision Town Hall

### OVERVIEW

As part of its charge, the Hillsboro 2020 Vision Implementation Committee (VIC) hosts “an annual Town Hall meeting for public discussion of the *Hillsboro 2020 Vision and Action Plan*.” In preparing to undertake this charge, the VIC has six goals for this community event:

- To publicize the Hillsboro 2020 Vision Action Plan implementation progress
- To recognize Vision implementation successes
- To promote on-going Vision implementation
- To encourage citizen awareness and involvement
- To elicit community feedback regarding Vision implementation
- To provide additional information and input for the Annual Progress Report

The 2009 Annual Hillsboro 2020 Vision Town Hall was held at the Hillsboro Civic Center on April 29, from 5:00 to 8:00 p.m.

### MARKETING

Every year the Town Hall Planning Committee prepares and implements a city-wide marketing effort to promote the event. Marketing this year included:

- Multiple advertisements in the Hillsboro Argus and one in the Oregonian
- Hillsboro 2020 articles in the Hillsboro Argus, Oregonian and City Views newsletter
- A 30-second commercial in Spanish which aired for two weeks prior to the Town Hall on Univision
- A 60-second commercial on El Rey radio which aired for a week prior to the event
- 59,000 flyers distributed through City Views newsletter, Hillsboro School District, the Hillsboro Chamber newsletter and various businesses
- A banner across Baseline and one in the Civic Center Plaza
- A 4 x 8 sign in the Tanasbourne area

Overall, the marketing effort helped bring approximately 200 people to the event. The Town Hall was also covered by Tualatin Valley Community Television (TVCTV), making the event accessible to those unable to attend, as well as those desiring to view it again. Spanish interpretation services, refreshments and childcare were provided throughout the evening. Event sponsors included 93.1 “El Rey”, the City of Hillsboro, Fisher Farms, the Hillsboro Argus, Venetian Theatre & Bistro and Univision. Hillsboro Parks and Recreation hosted 35 children during the event.

### OPEN HOUSE

Hillsboro 2020 lead partners and other community organizations hosted dozens of interactive display booths, showcasing their Hillsboro 2020 projects and programs. Participants were able to learn more about their community by visiting the booths, and to sign up to participate in or volunteer for a wide range of activities. Nineteen lead partners, and multiple Departments from the City of Hillsboro, participated in the open house.

## ENTERTAINMENT

Several local artists provided a touch of culture during the Open House and Town Hall program. Performers included David Lee , Pianist , the Century High Players (Grace Allen and Trevor Hennigan) and the Lincoln Street Elementary Lynx Choir, directed by Mr. Dan Bosshardt. The performances were clearly appreciated by all in attendance, and a great opportunity for local talent to gain exposure.

## PRESENTATIONS

Key Town Hall agenda items and presenters included:

- Mayor Jerry Willey welcomed the audience and introduced the Town Hall theme, “Healthy Hillsboro.” He said this was an exciting time, as Hillsboro 2020 embarks on the Year 10 Strategy Review process, and encouraged citizens to get involved.
- Steve Callaway, Vision Implementation Committee Chair, shared several Hillsboro 2020 implementation highlights from the past year and provided an overall implementation status update.
- Several guest presenters, including Dick Stenson, CEO Tuality Healthcare, Mike Rouches, Hillsboro Police, Sarah Pinnock, Jackson Bottom Wetlands Preserve, and Steve Greagor, Hillsboro Parks, provided highlights under the “wellness” theme. Specifically, they presented Hillsboro 2020 achievements in the areas of health care, public safety, after-school programs, volunteerism and other related topics.
- This year, the Town Hall was honored to host Delores McDaniel, a Hillsboro teenager recently selected as the Oregon Boys & Girls Club “Youth of the Year” for her strong character and many contributions back to the Hillsboro Boys & Girls Club and wider community. Delores previewed a three-minute speech she will be presenting at Pacific Northwest Regional and, perhaps, national competitions in coming months. The winners of those competitions, sponsored by Readers Digest, stand to earn educational scholarships and, for the national champion, an official “appointment” as National Youth of the Year by President Barack Obama.
- Jason Robertson, Hillsboro 2020 consultant, served as overall emcee for the program, and moderator of the community conversation.

The Town Hall once again featured door prizes and Hillsboro 2020 Vision Awards for “Outstanding Individual” and “Outstanding Organization” based on a nominee’s contributions to the Hillsboro 2020 effort. Donors, sponsors and award-winners are all cited elsewhere in this report.

## PUBLIC DISCUSSION

A facilitated public discussion was also held, with only a few meeting attendees offering questions or comments. One young participant asked how the vision was helping to prevent deforestation. Another citizen asked whether there was a central location or resource for donating good and materials, or volunteering time, to Hillsboro residents in need. Both attendees encouraged more action in these respective arenas in the future.

## VIII. Looking Forward

A few highlights and themes likely to emerge during 2008-2009, include:

### HILLSBORO 2020 “YEAR 10” STRATEGY REVIEW PROCESS

A proposed approach for the Year 10 Strategy Review process is now in place, with execution set to begin this summer. This important community engagement effort is an essential part of the overall visioning process, in that it allows us to confirm the importance of existing strategies and actions, while also soliciting new ideas under the six vision focus areas. It has been five years since the last major community engagement was conducted, and many things have changed locally and globally. More importantly, Hillsboro 2020 is a community-owned vision, and the strategy review process will enable all citizens, including new Hillsboro residents, to contribute their ideas for the future. Major outreach tasks will include:

- City Views Newsletters and Surveys
- Community Forums
- Presence at Major Community Events
- Potential Partner Organization Outreach
- Extended Speakers Bureau Program
- Reactivation of citizen-led “Action Teams”
- 10th Annual Hillsboro 2020 Town Hall Meeting

It's sure to be a full year. The Vision Implementation Committee will endeavor to actively engage and keep City Council apprised of progress throughout the strategy review process.

### HILLSBORO COMMUNITY FOUNDATION PARTNERSHIP

Recognizing that some Hillsboro 2020 actions may require financial assistance to get underway or continue, the City of Hillsboro, on behalf of the Vision Implementation Committee, entered into an agreement with the Hillsboro Community Foundation to establish a Hillsboro 2020 Fund. Community members can now make tax deductible donations to the Foundation to support a Hillsboro 2020 focus area or a specific Hillsboro 2020 project or program. Once sufficient funds are donated, a grant process will be held and a subcommittee of Vision Implementation Committee and Hillsboro Community Foundation Board members will make funding recommendations.

## IX. Acknowledgments

### VISION IMPLEMENTATION COMMITTEE (VIC)

Steve Callaway*	Chair, Public at Large
Denzil Scheller*	Vice Chair, Public-at-Large
Sarah Jo Chaplen*	City of Hillsboro
Cece Clitheroe	Tuality Healthcare
John Coulter*	Public at Large
Kimberly Culbertson	Public at Large
Bob Cruz	Clean Water Services
Tom Dixon	Public Safety
Karen Frost	Westside Transportation Alliance
Marilynn Helzerman	Public-at-Large
Ana Jiménez	Public-at-Large
Councilor Doug Johnson	Hillsboro City Council
Nicole Kauffman	Hillsboro School District
Bernie Kuehn	Hillsboro Arts and Culture Council
Sia Lindstrom	Washington County
Darell Lumaco	Bike/Pedestrian Task Force
Jaime Miranda*	Public-at-Large
Jeff Nelson	Hillsboro Downtown Business Association
Deanna Palm*	Hillsboro Chamber of Commerce
Michael Quebbeman	Hillsboro Landmarks Advisory Committee
Victoria Shepard	Hillsboro Community Arts
Jimi Smith	Social Services
Ted Vacek	Jackson Bottom Wetlands Preserve
Pastor Edwin Vargas	Faith
Tom Wolf*	Environment

\* Vision Implementation Committee (VIC) Steering Committee Member

### LEAD PARTNERS

Centro Cultural	Hillsboro Historical Landmarks Advisory Commission
City of Hillsboro	Hillsboro Historical Society
Clean Water Services	Hillsboro School District
Community Action Organization	Jackson Bottom Wetlands Preserve
Hillsboro Arts and Culture Council	Oregon International Airshow
Hillsboro Boys & Girls Club	SOLV
Hillsboro Chamber of Commerce	Tualatin Valley Community Television
Hillsboro Community Arts	Tuality Healthcare
Hillsboro Community Foundation	Washington County
Hillsboro Downtown Business Association	Westside Transportation Alliance

### LATINO OUTREACH ADVISORY COMMITTEE

Jaime Miranda, Chair	Ana Jimenez
Olga Acuña	Narch Rodriguez
Adriana Canas	Rick Salazar
Delia Coker	Vangie Sanchez
Ignolia Duyck	Sabino Sardineta
Leda Garside	Juana Valadez
Sylvia Healy	Edwin Vargas
José Jaime	

## HILLSBORO 2020 STAFF

Chris Hartye, Project Manager  
Rene Heade, Project Specialist

## HILLSBORO 2020 CONSULTANTS / CONTRACTORS

Jason Robertson and Michele Neary, Barney & Worth, Inc.  
José Jaime, Translator  
Laura Baxter, Hillsboro Chamber of Commerce

## VISION TOWN HALL PLANNING COMMITTEE

Steve Callaway	Bernie Kuehn
Cece Clitheroe	Jeff Nelson
John Coulter	Jason Robertson
Karen Frost	Victoria Shepard
Rene Heade	Jimi Smith

## VISION TOWN HALL VOLUNTEERS AND STAFF

Andrew Bartlett	Dolores Gonzalez	Debbie Raber	Judy Willey
Ed Becker	Sheila Hale	Randy Randolph	Nancy Willmes
Corinne Bloomfield	Chris Hartye	Henry Reimann	Kasi Woodyla
Cindy Bolek	Rene Heade	Richard Rutt	Eva Zamudio
Andy Boone	Kelly Jerman	Dan Rutzick	
Peter Brandom	Anna Jiménez	Scott Schlegal	
Nicole Calderon	Nicole Kaufman	Victoria Shepard	
Steve Callaway	Sharon Kennedy	Don Shurbier	
Cristina Caravaca	Libby Lescalleet	Carol Sibley	
Elizabeth Chavez	Shirley Luna	Iris Smith	
Leslie Cisneros	Elizabeth Marinez	Jimi Smith	
Cece Clitheroe	Teresa Mecham	Mike Smith	
Malleli Corona	Doug Miller	Storm Smith	
Bob Cruz	Bruce Montgomery	John Soutgate	
Kay Demlow	Lizbeth Mota	Stacy Steele	
Dan Dias	Mitch Neilson	Jess StewartMayze	
Ignolia Duyck	Omar Neri	Elysia Teragli	
Laurie Dyche	Deanna Palm	Alwin Turiel	
Dacia Ermatinger	Katherine Parker	Roxy Valenzuela	
Karen Frost	Keith Peal	Mike Warrens	
Octavio Galicia	Julver Perez	Susan Warrens	
Marlene Gamez	Michael Quebbeman	John White	

## VISION TOWN HALL SPONSORS

93.1 “El Rey”  
City of Hillsboro  
Fisher Farms  
Hillsboro Argus  
The Venetian Theatre & Bistro  
Univision

## VISION TOWN HALL MASTER OF CEREMONIES

Jason Robertson, Barney & Worth Inc.

## VISION TOWN HALL SPEAKERS

Jerry Willey	Mayor, City of Hillsboro
Steve Callaway	Chair, Hillsboro 2020 Vision Implementation Committee
Dick Stenson	Tuality Healthcare
Mike Rouches	Hillsboro Police Department
Sarah Pinnock	Jackson Bottom Wetlands Preserve
Steve Greagor	Hillsboro Parks and Recreation
Delores McDaniel	Hillsboro Boys & Girls Club – Youth of the Year

## VISION TOWN HALL VENDORS AND CONTRACTORS

Tualatin Valley Community Television  
Pilar Juengst and Nancy Leone  
Peppermint the Clown - Karen Reinholt Presents

## VISION TOWN HALL ENTERTAINERS

Century High Players  
Dave Lee, Pianist  
Lincoln Street Elementary Lynx Choir

## VISION TOWN HALL DOOR PRIZE CONTRIBUTORS

Massage by Roberta  
Denise’s Spa Petite  
Yoga Hillsboro  
Hawthorn Farm Athletic Club  
HART Theater  
SHARC (City of Hillsboro)

## VISION TOWN HALL CHILDCARE

Suzanne Dale and Hillsboro Parks & Recreation Staff

# Appendix



150 E. Main St.

Hillsboro, OR 97123

Phone: (503) 681-6219

November 17, 2008

**Dear:**

As you know, the Hillsboro 2020 Vision Implementation Committee (VIC) formally surveys our lead partners every year to assess overall status, identify highlights to share with the greater community and determine which, if any, actions may be experiencing unforeseen challenges. The Lead Partner Survey is the single most important source of information for Hillsboro 2020, and forms the basis for our Annual Progress Report, Vision Town Hall and other communications efforts. We understand you are busy, and have endeavored to make this year's survey experience faster and easier than ever before.

#### **General Information Survey Over the Phone**

As always, the Lead Partner Survey will include two parts. This year, however, you will complete the "general information" portion of the survey over the phone. Our project consultant, Jason Robertson of Barney & Worth, will contact you within the next week to either complete or set a time to conduct the general information survey. He is interested in knowing whether or not your organization is:

- Experiencing any noteworthy challenges, or successes, associated with implementation efforts;
- Interested in pursuing new or amended strategies or actions during the "Year 10" strategy review process; and
- Willing to host a brief presentation and information exchange with one or more VIC members.

#### **Action Item Questionnaire On-Line**

This year, "action surveys" will be completed on-line. Just go to [www.hillsborosurvey.com](http://www.hillsborosurvey.com) and follow the click-through instructions. Begin by selecting your organization, then the action # you wish to complete. If you have multiple actions, you can complete one action and then circle back to the beginning and select another action number. If you need one, a copy of the Hillsboro 2020 Action Plan can be downloaded from the survey site.

To make things easier, we've inserted descriptions of Westside Transportation Alliance's actions on the following page. Feel free to forward individual action items to the person(s) in your organization responsible for completing any particular action. [\*\*Action item surveys must be completed NO LATER THAN DECEMBER 17, 2008.\*\*](#)

Thank you for your continued commitment to making Hillsboro 2020 such a great success. We hope to see you, and hear more about your projects at the 2008 Annual Hillsboro 2020 Vision Town Hall, scheduled for the evening of Wednesday, April 29 (please save the date!).

Sincerely,

Steve Callaway, Chair  
Hillsboro 2020 Vision Implementation Committee



## HILLSBORO 2020 LEAD PARTNER SURVEY: 2008-2009

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Thank you for taking time to complete your Hillsboro 2020 Lead Partner Action Item Questionnaire. The information you share with us enables the Vision Implementation Committee to assess overall Vision implementation progress and provides important highlight information for use in community presentations – including the Annual Hillsboro 2020 Town Hall. The survey also affords you, our lead partners, an opportunity to identify any challenges that may be impeding implementation progress.

Please enter the general information requested below, and complete an Action Item Survey for **each separate action** your organization has agreed to serve as Lead Partner. If you have questions, please contact Jason Robertson, Barney & Worth, at (503) 222-0146 or [jason@barneyandworth.com](mailto:jason@barneyandworth.com).

**Completed surveys should be mailed, faxed or e-mailed (preferred) no later than December 17, 2008 to Jason Robertson, Hillsboro 2020 Project Consultant at:**

**1211 SW 5th Avenue, Suite 1140; Portland, OR 97204**  
**Fax: (503) 274-7955; E-mail: [jason@barneyandworth.com](mailto:jason@barneyandworth.com)**

**Note:** This year, action item surveys are also available to be completed on-line at [www.hillsborosurvey.com](http://www.hillsborosurvey.com). Begin by selecting your organization, then the action # you wish to complete. If you need one, a copy of the Hillsboro 2020 Action Plan can be downloaded from the survey site.

### 2008 Action Item Survey

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#### GETTING STARTED

**Action #:** \_\_\_\_\_      **Action Topic:** \_\_\_\_\_      **Organization:** \_\_\_\_\_  
**Your Name:** \_\_\_\_\_      **Email:** \_\_\_\_\_      **Phone:** \_\_\_\_\_

#### IMPLEMENTATION PROGRESS

1) How far along are you in implementing this action? (click the appropriate box below)

- Not Started**
- Underway** (Action is in planning, set-up or construction phases, but not yet completely implemented.)
- Implemented One-Time Project** (Action is implemented, and no further work is anticipated.)
- Implemented On-Going Program** (Action is implemented, and is expected to continue indefinitely.)

Enter anticipated start date (Month/Year): \_\_\_\_\_

Enter anticipated completion date (Month/Year): \_\_\_\_\_

## STEPS TAKEN

*Note: If this action is a one-time project completed prior to December 2007 (date of last survey) and there is nothing new to report, please enter "No New Information to Report" below. If the action is an on-going program, use the comment box below to describe any progress, successes or implementation methods you have employed in the past year.*

**NOTHING TO REPORT:** This action was completed prior to December 2007, and there are no new highlights to report.

2) What steps have you taken to implement this action, and what specific outcomes have resulted?

\_\_\_\_\_

3) What are the top 1-2 highlights associated with implementation of this action?

\_\_\_\_\_

4) Are you experiencing any implementation challenges you would like to discuss with representatives of the Vision Implementation Committee? If so, please briefly describe here.

\_\_\_\_\_

## IMPLEMENTATION DETAILS

5) Are you working with organizations not currently listed as a potential support partner for your action in the Hillsboro 2020 Vision and Action Plan? If so, please list the organization(s):

\_\_\_\_\_

6) Is there anything else you would like to share pertaining to implementation of this action?

\_\_\_\_\_

Please note: you need to complete an Action Item Survey for each separate action your organization has agreed to serve as Lead Partner.

**Please Return Completed Surveys by December 17, 2008.**

**Thank You!**

## **Hillsboro 2020 Vision and Action Plan Volunteer Coordination Summary Report**

**May 2009**

The Hillsboro Chamber of Commerce has maintained the process to manage the Hillsboro 2020 Volunteer Coordination Program. Since March, 2008 an article has been written each month for the chamber's monthly Advocate spotlighting a different 2020 Lead Partner. The Advocate is mailed each month to more than 1400 members of the business community and an additional 100 copies are distributed to prospective and new members and at the Chamber office. The articles focus on how the organization is participating in the Hillsboro 2020 program as well as highlighting their available volunteer opportunities. Even though we only have 12 active Lead Partners, several of these partners have several opportunities, so that is why there are more than 11 articles. For example, the City has 10 volunteer opportunities/activities within the one partnership. These articles will continue through 2009 or until all volunteer partners and their volunteer areas have been spotlighted.

Since July of 2008, the Chamber has:

- Emailed letters and surveys to all Lead Partners to:
  - Update volunteer opportunities
  - Update volunteer coordinator contact
- Emailed a "thank you" to Lead Partners who returned their survey
- Updated a current 2020 Volunteer opportunity descriptions
- Followed-up with phone calls to those Lead Partners who did not return their survey
- Sent e-mails to volunteers in 2020 database to:
  - Check-in regarding their current opportunity(s)
  - Provide updated volunteer opportunities
  - Update contact information for volunteers
- Emailed a "thank you" to volunteers who responded
- Followed-up with phone calls to those volunteers from the 2020 database who did not respond
- Hillsboro 2020 website link is regularly posted on the Chamber's website and is included as part of the Community Link section of the weekly Advocate E-NEWS
- Maintained the Hillsboro 2020 database in Microsoft Access which stores Lead Partner information including volunteer opportunities, volunteer information and to track placements.
- Forwarded volunteer contact information to the appropriate Lead Partner when a match was made
- Maintained communication with all volunteers as new opportunities presented themselves.
- Staffed the "Hillsboro 2020 Volunteer Recruitment" table at the Hillsboro 2020 Vision Town Hall on April 30, 2009.

**# of Lead Partner Participants: 12**

**# of Opportunities available: 37** (each opportunity may, and probably will, use more than one volunteer)

**# of New Volunteers: 34 – June 2008 through May 2009**

**Activities and # of volunteer names sent to each Lead Partner:**

- **SOLV Cleanup Activities – 25**
- **Park Beautification – 25**
- **Jackson Bottom Wetlands – 23**
- **Oregon International Airshow – 20**
- **Hillsboro Library – 3**
- **Hillsboro Community Arts – 3**
- **Cultural Arts Volunteers – 3**
- **CERT – 3**
- **Hillsboro 2020 Vision Open House – 2**
- **Community Gardens – 1**