

Hillsboro 2020 Vision Implementation Committee: 2009-2010

Thursday, April 22, 2010

MEETING # 3 SUMMARY

VIC Members Present:

Steve Callaway
Sarah Jo Chaplen
John Coulter
Bob Cruz
Karen Frost
Marilynn Helzerman
Jaime Miranda
Jeff Nelson
Deanna Palm
Jimi Smith
Ted Vacek
Tom Wolf

Staff / Consultants / Guests:

Chris Hartye, City of Hillsboro
Erik Jensen, City of Hillsboro
Henry Reimann, City of Hillsboro
John Southgate, City of Hillsboro
Jason Robertson, J Robertson and Company
Michele Neary, Mad Bird Design, LLC
Karen Shawcross, Bienstar
Jorjia Fields, Unitus Community Credit Union

1. **Welcome / Updates**

Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order at 6:15 p.m., reviewed the agenda and led introductions. He distributed a thank-you card for Rene Heade.

Important VIC Dates:

May 20: Town Hall
June 21: Final VIC Meeting
July 20: Council Presentation

In preparation for the Town Hall:

- Callaway reminded the group that VIC and FAWG chairs will be asked to staff Focus Area Stations at the May 20th Town Hall. Jason Robertson added that additional details will be communicated by email regarding Town Hall assignments.
- Callaway announced the launch of a new Hillsboro 2020 e-newsletter, and confirmed that VIC members received it.
- VIC received Award nomination forms for *Outstanding Individual* and *Organization*, and Callaway will recruit individual VIC members to serve as a selection committee. The deadline for nominations is May 7.

2. Strategy and Action Proposal Review

Jason Robertson reviewed highlights from the Strategy and Action Proposal Review Process. VIC members were invited to flag new Action Ideas (provided in large displays around the room) with dots or stars for attention and discussion.

VIC members asked questions and shared thoughts on a number of the new strategy and action proposals:

Creating Economic Opportunity:

- **Wireless Network Access.** What does wireless access mean? Who pays for it? Who will lead it? *It could be both private and public. Explore what is feasible. In promoting third places, wireless access is an amenity that can be marketed. However, we don't want to compete with wireless access providers.*
- John Southgate added that the FAWG process has been very productive.

Health & Safety

- **Senior Housing Options.** Discussion: How are we going to compel developers to build that? Long-term, what will be the currency we can use to encourage developers? *The action is structured to encourage creation of housing by identifying market opportunities.*
- **Emergency Shelter Supply.** High priority item. *We talked about what kind of shelter and when; mostly it's identifying a temporary housing need which is in short supply currently.*

Expanding Education and Cultural Horizons

- **Math and Science Education.**
 - How will this be implemented? *This will support some of the new high school graduation requirements. The School District would use its partnerships and connection with Oregon State and other institutions (PCC) to bring resources around to kids.*
 - How do the schools right now reach out to Intel and Genentech and other industry leaders? *Schools have a partnership with Intel for technology grants; teachers submit grants valued between \$10,000-\$20,000.*
 - There are so many companies around Hillsboro that could lead kids down a different path. There may also be business leadership within the Chamber.
- **Early Childhood Learning Inventory and Access.** Why is the Library the lead partner? What is the creation of the inventory? *The library is already doing work in this area. Preschool literacy is one of the Library's top priorities. The inventory is to determine what facilities and resources are already in place, and identify gaps. This is a good example of the kind of question we could get at the Town Hall.*

Enhancing Neighborhoods and Districts

- **Bike Rack Policy.**
 - Is "policy" the best word for that? Can Hillsboro 2020 create policy? *The City of Hillsboro is a lead partner, so "policy" could be applicable. It was agreed that "policy" is stronger than "guidelines" – no change in language.*

- Is there something in the requirements for development? Is the development community one of the potential partners? If not, they should be. *Downtown Business Association and Hillsboro Chamber are lead partners. Added development community to the list.*
- Some current bike racks are decorative but are not as functional as they could be. *Other cities have guidelines such as the bike has to be supported in two places, lockable, etc.*
- **Smart Crossings.** How are we going to pay for this? These are fairly expensive. *These types of crossings would not be installed city-wide, but rather in low-light and/or high-volume crossing zones where pedestrians are not readily visible to drivers.*
- **Neighborhood Clean-Up Days.**
 - It's not mission-centric for the Chamber to be a partner in this action. *Removed Chamber from the potential partners list.*
 - Neighborhood clean-up days may not belong in Strategy 21. *Explore placing this action elsewhere.*

Strengthening and Sustaining Community

- **Neighborhood Communications.** *A number of public comments addressed the need for strong city-neighborhood communications. . The new action proposes to build on what the City has established through the Police Department, and expand on it by adding contacts at multi-family housing units.*
 - Clarification on whether this relates to neighborhood internal communications or City-neighborhood communications.
 - Discussion about how Latino homeowners are participating. Centro Cultural is an example, but they are in Cornelius. Discussed potential partners (i.e., LOAC, Bienestar) to include Latino neighborhoods.
- **Welcome to Hillsboro Program.** *Some homeowners associations have welcoming packets already; coordination could also include realty groups. Added HOAs, Realtors to the new potential partners list. People are asking for more detailed information about neighborhoods.*
- **Expanded Farmers Market.** *The Farmers Market is looking to expand this year. Many potential partners could be added here. Noted: Tuesday Market and Hillsboro Farmers Market are two separate organizations.*
- **RV Parking.** *The action will be forwarded to the public review process, to see if it remains a priority and/or whether there is an organization willing to serve as lead partner.*

Preserving the Environment

- **Jackson Bottom Wetlands Access.**
 - Is this new action covered in different other areas of the plan? *Public comments specifically referenced making it easier access to JBW. Moreover, the trail connection to downtown would be outside the improvements identified in the existing JBW action.*
- **Local Farm Promotion and Education.**
 - Beaverton School District is exploring some partnerships with local farms, so there may be some activity on this locally.
 - May not match the Strategy 24 title. Add to new Strategy 28: Encourage organizations, businesses, institutions and residents to create a more environmentally-sustainable community. *There is a potential for a new Strategy.*

We had some discussion about revising the language in Strategy 24. The group went back and forth about where to put this action item. Comments we heard were that people love the agricultural lands, and it's one of the values and benefits of living in Hillsboro. We also heard comments about promoting fresh, safe and local food.

- **Ecological Business Program.** Request for clarification about what this program means. *A program exists to recognize and certify certain businesses locally and statewide, and right now it's limited to landscape and automobile industries. The intention here is to potentially expand it to other businesses that might be interested in being certified in some manner as an ecological-friendly business. In Wilsonville, they have been advertising that they are certified as an Eco-Business, so it is used as a marketing tool. It is strictly voluntary, but it may help businesses be aware of their internal sustainability programs. Dry cleaners are a good example. The group wants to do all of this in partnership with the private sector.*
- **Sustainability Awards Program.** This will help meet action 11.4.

Other comments from the VIC on the Strategy Review:

- Action 13.2 – the Bicycle and Pedestrian Task Force. Change to Bicycle and Pedestrian Advisory Committee. “Task Force” implies something temporary. *VIC is coordinating with the Transportation Committee in developing a Transportation Advisory Committee; and the Bicycle interests should also be part of that group, which is made of three councilors. When that is in place, it will be a good time to craft that language.*
- Public comment: Karen Shawcross from Bienstar commented on *Strategy 18 – Promote a diversity of housing by type and cost*. The Vision calls for Hillsboro to be a safe and affordable community. Washington County’s housing wage is \$16/hour. Hillsboro needs to think about that in terms of developing housing. Hillsboro has 352 homeless households and 403 homeless students. Those are sobering statistics, and I think that actions related to those should be in the plan. *The City Council is scheduled to discuss housing issues this year. If Council identifies gaps in affordable housing that require City leadership to solve, it may propose a new action. At the same time, other organizations can propose housing-related actions under the leadership of other willing partner organizations. The VIC reviews new action proposals annually. Housing is a complex and intertwined issue with jobs, wages, in-migration. It may not have been possible for the Focus Area Work Group to develop an action in the compressed time available. The VIC will be addressing the existing actions in the plan this year, after hearing back from Council.*

3. Town Hall Program and Planning

Chris Hartye introduced the draft Town Hall program/agenda and flyer. Michele Neary reported on Town Hall planning and marketing to date.

Town Hall Agenda / Program

5:00-5:30 PM Civic Center Lobby: Registration

5:30-6:35 PM Civic Center Auditorium: Large gathering, awards, electronic polling, Q&A

6:35-7:30 PM Civic Center 113B&C: Focus Area Stations, voting on priorities

7:30-8:00 PM Wrap up (there will be no official adjournment with this year’s format)

The VIC recommended updating materials to note 7:30 PM as the event end time.

Focus Area Stations

Focus area station highlights have been identified to involve all of the Vision's Lead Partners. Neary is contacting Lead Partners to gather photos and display materials, and assist in fielding questions related to their action items at Town Hall. Members of the VIC, FAWG, and LOAC will be recruited to staff the Focus Area Stations to assist with voting, explain the Strategy Review process, and help with Spanish translation.

Town Hall Marketing

Television: VIC previewed and approved the 30-second commercial spot produced to be distributed May 6-20 on Comcast cable (Tualatin Valley Zone, news programming), Univision (Spanish version), TVCTV, and the hillsboro2020 website. See the video online at <http://www.youtube.com/watch?v=lqOJ5ToqzQk>

Online: An online newsletter format has been developed for Hillsboro 2020, and consolidated our electronic outreach lists. The list has grown to include 429 email addresses in a *Constant Contact* database, and can further expand through newsletter forwarding, signing up on the Hillsboro 2020 website and Facebook page.

Print: The VIC reviewed the Town Hall 1-page flyer design to be distributed through the VIC and the website. Yellow 1/3-page flyers have been distributed to 25,500 water customers through the City of Hillsboro's utility bill insert program. 12,000 will be distributed to Hillsboro School District elementary students and staff during the first week of May. Flyers are also being disseminated through VIC, LOAC, Parks & Recreation, Hillsboro Libraries, and at community events.

Banners: Banners are being updated and will be placed at SHARC and the Civic Center Plaza.

Radio: Town Hall marketing will include radio show appearances and possibly radio advertising.

Prizes

Town Hall prizes this year include:

- Gift certificate from Fisher Farms
- 25 gallon containers of native seedlings from Clean Water Services
- Gift bags from Hillsboro Farmers Market
- Amazon Kindle reader

Volunteer Needs

Neary will be in touch with VIC members about Town Hall volunteer assignments, including set-up, catering coordination, registration, greeters, event photography, ushers, gift table, bilingual materials, and clean-up.

Electronic Polling

Robertson and Neary reviewed draft Town Hall electronic polling questions, which will be emailed to the VIC for additional review and comment.

4. VIC Updates

Jaime Miranda reported on the second annual SOLV IT clean-up event sponsored by the LOAC. 46 volunteers turned out on Saturday, April 17, to clean up Shute Park and nearby neighborhoods, plant native shrubs, and clean picnic tables in preparation for painting.

More information and pictures are available at

<http://archive.constantcontact.com/fs050/1103305117225/archive/1103322136730.html>

The VIC meeting was adjourned at 8:15 p.m.

Summer VIC Calendar

May 20: Town Hall

June 21: Final VIC Meeting

July 20: Council Presentation