

Hillsboro 2020 Vision Implementation Committee 2005-2006

Monday, May 15, 2006
Hillsboro Civic Center, Room 113B

MEETING #3 SUMMARY

Members Present

John Coulter, Chair
Tim Huber, Vice Chair
Olga Acuña
Steve Callaway
Catherine Crooker
Paul Danko
Tim Erwert
Karen Frost
Joe Gall
John Godsey
John Hartner
Bernie Kuehn
Darell Lumaco
Jaime Miranda
Jeff Nelson
Deanna Palm
Karen Shawcross
Jimi Smith
Brian Vaughn
Pat Willis

Members Absent

Sheri Badzik
Councilor Doug Johnson
Marilynn Helzerman
Tom Wolf

Staff / Consultants

Sarah Jo Chaplen, City of Hillsboro
Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Lt. Henry Reimann, City of Hillsboro
Michele Neary, Barney & Worth
Jason Robertson, Barney & Worth

Special Presenters

Linda Solares

Guests

Jose Jaime
Janet Rash, Intel

MEETING SUMMARY:

1. **Welcome / Announcements**

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order, reviewed the agenda, and introduced special presenter Linda Solares, Essential Health Clinic Director.

2. **Special Presentations**

Linda Solares, Essential Health Clinic (EHC) gave a special presentation. Key points:

- Essential Health Clinic provides free healthcare to the uninsured. Virginia Garcia clinics are primary care facilities. However, they don't have the capacity to provide for all the uninsured in Washington County.
- Over the last five years, the number of uninsured residents in the county has more than doubled. They are hopefully reducing the burden on emergency rooms.
- EHC's philosophy is to make the very best use of the current system.
- EHC will soon be opening a clinic in Tigard.
- The uninsured rate in Washington County is currently 16% – more than 80,000 people. Washington County is two-thirds the size of Multnomah County. In Multnomah, there are 25 clinics available – in Washington County, there are only four clinics: three Virginia Garcia clinics, and the EHC clinic. There is a huge lack of resources.

- Two-thirds of the people the EHC serves are working; about one-third live in the Hillsboro zip code. Twenty percent of the people served are from the Tigard area. The clinic does not serve people who already have health insurance or have access to health care. Nearly a third of the patients are under the age of 18.
- Essential Health Clinic has support from pharmacy, lab and diagnostic imaging services.
- The clinic has provided over 2,500 appointments in 2005; already in 2006 it has had over 1,000 visits.
- Since the clinic's expansion, it is able to serve more patients.

Questions from the VIC and other attendees:

Question: Do you have a flyer that we can give to our provider? *Response:* It would be good to have that; we find that people don't always read written materials. Giving the phone call and asking them to call for information tends to be more useful.

Question: Caucasian and Hispanic are the two major ethnic groups in Hillsboro – are you seeing a cross-section of our community's diversity? *Response:* It's changing as we speak, even in the last six months. 85% of patients used to be Hispanic – that is down to 65-70%. We occasionally have Russian / Ukrainian, and Asian populations. As we move into Tigard, we know that there is a different demographic there. We will have to identify languages and interpreters there to make people more comfortable. We call interpreters if we need to. The more we get people involved in the clinic, the better we will be able to meet those needs.

Question: What about dental and eye care? *Response:* There is still a huge need. There are currently three free dental clinics in Washington County. We let people know where to get the service that they need. We work with other resources, and make sure people get connected with those.

Question: When the medical colleges at Pacific open a new clinic down the road here, will those folks be available to participate in this program? *Response:* Down the road, yes – they will have the luxury of more space and students, and we plan to work with all of their different disciplines.

Question: How does the clinic deal with mental illness? *Response:* We are not a mental health clinic – if it's early, it needs to go to a crisis line. People internalize their stress, and it can make them ill. We have been working with Cascadia Behavioral Health, and we get that population to them. We don't take it on ourselves, but we do referrals.

Question: When you compare Washington County to Multnomah County, where is that all coming from government-wise? *Response:* Both of the annual reports mention on the back – our cash expenses were \$110K, the in-kind value was \$105K. Government: we get \$10K a year from the County, in addition to space and in-kind services. In Multnomah County, twelve are county health clinics. Clearly there is much more tax money in that county as opposed to Washington County. Governments certainly are supporting us, but there is a bigger connection to the community. There are some benefits to that, but it is a tough issue.

3. Town Hall Debrief

Town Hall Planning Committee Chair, Paul Danko, reported that Hillsboro had a great Town Hall and met all of its goals. The committee helped plan, set-up, take-down and publicize the event, and partnered with businesses to help reduce costs. The bookmarks and other publicity tools were very successful. The event proceeded smoothly, the entertainment drew the public in, and the lead partner displays were well-executed. Public input was incorporated into the annual progress report. Participants seemed to understand the Hillsboro 2020 Vision – the community's response was impressive. Areas for more attention in the future: better child care arrangements.

Rene Heade reported that over 350 adults attended the event, and many children. Many of the attendees had not previously been involved with the Vision. Based on results from an entrance survey, the flyer seems to be the most common way that people found out about the Town Hall. Coverage by The Oregonian and the Argus was also helpful. Unfortunately, TVCTV covered the event, but didn't bring enough tape, and footage cuts out during the community conversation.

Coulter reported that there was a small problem in terms of not having enough room. If the event continues to grow, the VIC may need to consider changing the time of the event to be able to utilize the outdoor space. He said the Town Hall could move to September after kids have just started school – the weather is usually good then. In this case, the VIC could highlight the finish of the previous year and promote the beginning of the next year. Coulter opened up the issue for VIC discussion.

VIC Discussion:

- If we were going to have youth performers, I don't know if the choir meets through the summer, for instance. It might be difficult to use the school programs for entertainment options.
- Publicity also might be difficult, for the same reason.
- It's obvious to me that if we are going to have it at the stadium with the marching band, September would be a better time.
- If we move it, it would be September 2007, so we would communicate with people in the meantime to let them know that the event schedule has changed.
- On the one hand, I like the idea of moving it to September because spring gets so busy, but I worry about people being able to volunteer and get involved during the summer.
- The Hillsboro celebration is going to be during the first full weekend in August. Would that sit too close to the Town Hall? Are the events too similar?
- Could the Town Hall fold into that event, or do you lose too much focus?
- If we don't move it to September, where can we hold it in April that can accommodate the crowd? This year, the chairs were filled and people were standing around the side. We don't want to discourage people from attending – this is a community event.
- I saw people standing tight all the way around, but sometimes that creates a lot of energy too, because you feel like everyone is there. Sometimes when events are moved into bigger places, it gets too vast. The Civic Center is the center of the city and quite an icon.
- Can space issues be addressed by moving the Town Hall outside?
- You'd have to get a big tent and heating systems. We could get a permit to close that section of the road.
- Part of the reason that we've been able to grow is that we've had a consistency – it's always been in April, and there are people who come back year after year.
- Room for child care is one of the biggest issues. If we have standing room only for the presentation, maybe that's a good thing – but we don't have the room for child care here.
- Is there an issue with fire marshal? Did you have to tell people they couldn't come in?
- Maybe there's an opportunity to combine child care with activities in a different location – the regular Town Hall program probably isn't very interesting to them.
- What if you had the partners outside, and child care in the room where lead partners were this year?
- Do we know the demographics of the audience that was seated? How many children were in the auditorium?
- Some families sometimes stick together, don't send the children to child care, and we should expect some of that.
- What about some kid activities, such as a bouncy house? If we cordoned off some of the area for children's activities – that might be a good draw.

The VIC unanimously voted to leave the event in the spring. The Town Hall committee will work on the logistics of that decision.

4. Lead Partner Assistance Sub-Committee

Joe Gall provided a report on work conducted by the Lead Partner Assistance Sub-Committee (LPAS). He said the LPAS met several times over the course of the year to identify any actions being implemented behind schedule and to respond to lead partners requests for assistance, information or clarifications. He presented a summary sheet showing the status of each contact made. Several actions were advanced or modified as a result of this effort, and it proved to be a successful outreach approach.

5. Draft Annual Progress Report

Robertson reviewed specific sections of the Draft Annual Progress Report, including Charge Fulfillment, Speakers Bureau program, and Town Hall. Robertson reminded VIC members that Shirley Huffman received the Hillsboro 2020 Award for Outstanding Individual this year and that Tuality Healthcare received the award for Outstanding Organization.

Robertson said 108 of 147 actions (73%) are underway or ongoing. 33 new actions were introduced this year, and over half are underway. He said this year's report had been redesigned to include more photos featuring specific action activities from the Vision.

Robertson then reviewed proposed modifications to the Action Plan which were approved by the VIC for forwarding to Hillsboro City Council. He said the VIC Steering Committee was scheduled to review the draft report again on May 25.

6. Additional VIC Sub-Committee Updates

Pastor Tim Huber gave a report on the Hillsboro 2020 Float Sub-Committee. The theme celebrates the Lewis & Clark Bicentennial and the *Spirit of Discovery*. The Hillsboro 2020 float will key off of that theme, using participants in Lewis & Clark costumes, surrounded by native plants. The planning meeting will be at Trinity Lutheran Church, where the volunteers will focus on specific tasks to plan and build the float. People interested in volunteering were asked to contact Tim Huber.

Olga Acuña gave a report on the Latino Outreach Advisory Committee (LOAC). She said the LOAC continues to look for opportunities through the Speakers Bureau to reach out to the Latino Community. Jaime Miranda and Sabino Sardineta have been very helpful with that. Other activities include the Hillsboro summer celebration, organizing the volunteer program and creating a list of volunteers to have available for future events. The LOAC wants to be a resource to Hillsboro 2020, Chamber, and other groups. They have recruited two new members, and now number 10. The group will continue to meet monthly, on second Mondays.

7. Volunteer Coordination Program Report

Deanna Palm distributed the Hillsboro Chamber of Commerce's annual report on the Hillsboro 2020 Volunteer Coordination Program. She said the Chamber uses an Access database to track Lead Partner requests for volunteers and match them with volunteers. The Chamber then follows-up with the Lead Partner and volunteers to make sure the process was successful. She said all lead partners receive a letter and survey to see if they have any upcoming volunteer opportunities. This year, they recorded 54 opportunities and 20 volunteers.

8. Lead Partner “Show and Tell”

John Coulter invited Lead Partners to share updates related to their implementation activities. Karen Frost reported that the Westside Transportation Alliance is promoting alternate transportation modes in July. This year they will be promoting over a three-county area, and are therefore receiving project support from Metro. It's a fun opportunity, with prizes and cash awards given. When a person commutes in an active mode (anything which is not sitting in a car) over six times in the month of July, they are eligible for prize drawings. They are asking businesses for donations and buying prizes from participating businesses. Individuals may play, even if their employer is not. They also launched their new website at www.wta-tma.org.

Catherine Crooker said Tuality Healthcare has asked the Vision Action Network to step in and lead a range of partners to develop a county-wide database and clearinghouse to get more physicians to agree to see uninsured patients. The first concrete step will be to try and develop a network for those physicians, so partners can refer people out, and hopefully get more physicians to take that on.

Jimi Smith reported that Community Action Organization is making resources more available, adding the implementation of a 2-1-1 information hot line, like 9-1-1, but to access information and referral specialists that can help refer you to the right person. Washington County has had no information and referral by phone for years now. The lines will be switched over by the end of June by the latest.

Brian Vaughn reported that on March 4 Clean Water Services planted 1,400 trees.

Pat Willis reported that the Jackson Bottom Wetlands Preserve received a Charlie Cameron Award for community collaboration.

Rene Heade reported that the City had launched a new website for the Downtown Hillsboro Renaissance project at www.downtownhillsboro.org - it has a survey for community input about the downtown project.

Jeff Nelson said that Hillsboro Downtown Business Association will have an event this summer, an Antique Fair on August 6.

9. Other Items

Erik Jensen said the City Street Committee is forming a Transportation Advisory Committee, and merging the Bike-Pedestrian Task Force work into that committee. He made a proposal that a letter be sent on behalf of the VIC to advocate for at least two positions on the Transportation Committee that represent bicycle and pedestrian interests. The most popular idea in the Vision was bicycle and pedestrian pathways.

Comment: I've seen it go two ways – one where representatives who have bicycling and pedestrian issues can be very effective on a committee; or committees that get mired in parking issues and other traffic issues, and the bike/ped issues are minimized. If you are looking for a group to build political clout or just to advise City Council, I think you will attract more passionate people about bike/ped issues if you have a separate committee. *Response:* The Street Committee has three representatives from City Council on it. It appears the members have decided to develop a more comprehensive transportation process, rather than having separate groups. We want to make sure that at these official meetings, there are always representatives from the bike/ped interest groups. Part of the recommendation would be that there would be specified positions rather than individuals. A motion to submit a letter from the VIC was unanimously approved.

Erik Jensen said that behind-the-scenes Hillsboro 2020 work includes a lot of volunteer time. He thanked Paul Danko, in particular, for his work outside of this committee helping to facilitate discussions with the City's Police and Fire Departments to talk about Hillsboro 2020 safety-related action items, and how they can dovetail their efforts. He has been tremendously helpful in that regard. (Round of applause!)

10. Chair's Award

Coulter announced that the Chair's Award this year was being given to Marilyn Helzerman for tirelessly working on Hillsboro 2020 since the process began. He said she had chaired the Town Hall sub-committee in the past and volunteered to help in other years. He said she is someone who truly embraces the Vision and cares about the community. (Round of applause!) Tim Huber volunteered to present the award to Marilyn, who was at home recuperating from surgery.

11. Public Comment

No public comment was offered.