

# Hillsboro 2035 Community Plan Oversight Committee Meeting Summary



October 1, 2020 | 4:00-5:30pm | [ZOOM](#)

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**Attendees:** Izabella Pena, Amber Wilson, Cindy Cosenzo, Sarah Moll, Nathan Sosa, Zane Othman, Heather Robinson, Zoi Coppiano, Simone Brooks, Kim Megorden, Beth Graser, Ishaan Sinha, Begona Rodriguez, EJ Payne, Elijah Lynn, Gentry Kauwe, Jessica Stark, Lacey Townsend, Ramon Cancel, Rommel Rodriguez, Ted Vacek, Tonya Leedy, Jason Robertson, Dacia Bakkum, Selah Cole (guest), Matthew Blancas (guest)

Absent: Liz Connor, Deanna Palm, Israel Munoz

## Welcome + Introductions

Ted Vacek, 2035 Oversight Committee Chair, welcomed the group and kicked off a round of introductions. We also welcomed special Guest – Selah Cole, a Hillsboro elementary school student who expressed an interest in Hillsboro 2035. Unfortunately, when we introduced her, she was no longer on the call but she did receive a warm welcome and acknowledgement.

## Annual Work Program Overview

Jason Robertson provided background on Hillsboro’s visioning program and shared an overview of the annual Oversight Committee work program – listed below.

Event	Date	Key Objectives
OC Meeting #1	October 1	Orientation and Intros; Work Program
OC Meeting #2	December 3	Engagement Plan
Community Engagement	January-June	Spread the Word; I.D. Opportunities; Barrier Busting
OC Meeting #3	March 4	Prep Partner Survey; Engagement Results; Next Steps
Partner Survey	April 1	Launch 4/1 thru 4/30; I.D. Progress/Successes/Challenges
OC Meeting #4	May 13	Survey Results; Annual Report Draft; Celebration Plan
All Partner Celebration	June 17	Share Progress Highlights; Build Connections
City Council Presentation	July 20	Chair Presentation; OC Support as Available

## Action Idea Brainstorm

The team broke out into three smaller groups. Each group discussed one of the actions below and provide their input and ideas for implementation which will be shared with each respective Lead Partner. Below is the input from each group.

### Group A: New Resident Welcome Program

- Give Hillsboro a hometown feel
- Seniors can volunteer to greet
- Hand out informational packets
- Plan something once a month
- Provide resources - who to call about gas leaks, utilities, etc.

- Magazine
- When I came I got connected for mom things via mommy groups. I found out information via farmers' markets.
- Chamber has a welcome packet – it was useful, but it was a lot to go through... packets have a place but connecting with people makes a community.
- Papers and magazines are hard to put together. Would like to have a central place online to look for things.
- Hosting monthly meetings in the same place
- Ambassador programs
- QR codes that have information with different languages
- Defining our identity as Hillsboro

#### Final two Ideas:

- Ambassador program - volunteers to greet people at community events and to call new residents (that opt-in) to introduce them to resources or service or to meet for coffee.
- Monthly meetings - home feel, have utility companies or realtors sponsor, meet around common interests so it's fun - birding, moms, singles, sports, veg community.

#### Group B: City Resource Website and Smartphone App

- Before updating the website, do more in depth user experience research
- Create a staff directory with name, department, title, job function – do not necessarily need to add direct contact info but it would make it easier to find the appropriate staff person in each department for specific needs/questions
- Add photos of board/commission/committee members – put a face to the name
- Make sure events listed in Happening in Hillsboro and other City communications are consistent with what is on the website calendar – sometimes things listed in Happening in Hillsboro for example are not listed on the website
- More images and less text/narrative
- Make sure information is current, up to date, and accurate (easier said than done!)
- Create a local business directory/hub for information about local businesses registered in Hillsboro; make it easy for those who wish to support local businesses and keep their dollars in the community; would also help identify local businesses for community members who may not know they exist
- Make calendars downloadable/compatible/able to link up with other calendars like Google, Yahoo, etc. Would be great to be able to go to the library calendar for example and download all of the events to my personal calendar with the click of a button vs. having to manually enter each one; if the event information changes, it would automatically update my calendar as well; in addition to different City department calendars, create a list of community calendars (City partner calendars) people could subscribe to and download events from; great example of this on the Timbers website
- Create something similar to the calendar on Tualatin Valley Creates or find a way to partner/connect with them [www.tvcreates.org](http://www.tvcreates.org)
- Simplify homepage mega menu – less information
- Focus on City resources and events
- As far as promotion of the city's web resources, find where new folks go to first – e.g. property managers, real estate agents, PGE and DMV to see if there is a way to post or provide info Maybe a postcard people can take or QR they can snap to go to and bookmark the page.
- I'd like a checklist of the first 10 things to get myself all set up. I know I have talked to my share of people where our recycling office was the 4<sup>th</sup> or 5<sup>th</sup> call they made trying to figure out how to start

garbage service and then while they have me on the phone they are asking about all the other utilities. So a quick checklist with active language and contact info would be a nice piece to have on the page – keeping mobile friendliness in mind and not presenting an overwhelming text list of resources.

- Start water service with Hillsboro Water
  - Set up your electricity account with PGE
  - Set up natural gas service with NW Natural
  - Get a library card
  - Get your driver's license at the DMV – Hillsboro location
  - Check out the Garbage and Recycling Day app to find your garbage and recycling collection provider
  - Etc.
- I was trying to think about the other resources I'd like to find if I were new. TriMet and PCC came to mind.
  - Also, check out Denver's website – when I was looking into the garbage collection schedule app, there may be some good ideas on how to present or layout city service info

#### Group C: Immigrant Resource Center

- Consider renaming this the “Immigrant and Refugee Resource Center” to be more welcoming to all
- Provide basic info on cultural norms, key dates and holidays, local demographics
- Taylor services to top 5 demographics/languages
- Look at peer facilities for ideas
- Make sure to use/apply cultural competency in service delivery
- Ensure services are tailored to serve both tech/visa immigrants and higher-need refugees
- Make it a “one-stop” center so people don't have to search for services
- Promote center awareness via flyers in libraries, social service agencies, schools, daycares, and places of worship
- Include a link on the city app
- Leverage assistance from comadres, promotoras and other existing service providers with expertise
- Center resources might include: legal, housing, ESL, health, food, employment, finance, volunteer opportunities
- Center look and feel: open-space, cozy, child-friendly with a huge map (where people can place pins on their home of origin) and cultural artifact representing all the places Hillsboro residents come from

#### **2035 Alumni Program**

Robertson introduced a new proposal to establish a Hillsboro Visioning program Alumni Program, and the Oversight Committee agreed to move it forward.

#### **Partner Updates and Public Comment**

- Tableau is offering a free virtual conference on October 6.  
<https://www.tableau.com/community/events/conference>

- The Hillsboro Downtown Partnership (HDP) is sponsoring a Downtown cleanup this weekend (October 3). Email [info@hillsborodowntown.org](mailto:info@hillsborodowntown.org) for more information and to volunteer.
- As part of Arts Month (October), the Wishing Tree will return to Downtown Hillsboro at 2<sup>nd</sup> and Main Street. Grab a tag, write your wish on it, and add it to the tree.
- HillsDOer Day has become HillsDOer Month. During October, watch the Hillsboro Parks & Rec website and Facebook and Instagram accounts for up to date information about volunteer opportunities with Hillsboro non-profit organizations.
- Love on the Fence community art project is underway with eight fence locations around Hillsboro. The artwork will be created on location at different Hillsboro School District properties, once a week on Thursday mornings for 8 weeks from September 10<sup>th</sup> to October 29<sup>th</sup>. At each weekly gathering, 10 Volunteers from a different non-profit will work in a safe physical distancing arrangement under the creative guidance of local artist & instructor Elizabeth Higgins to add their own individual graffiti color designs to 10 black & white LOVE signs which Elizabeth has designed for the project. For more information follow @AgeCelebration on Facebook and Instagram.

Notes:

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Next Meeting: Thursday, December 3, 2020 | 4-5:30 PM | Location TBD