

Hillsboro 2035 Community Plan Oversight Committee Meeting Summary



April 28, 2022 | 4:00-6:00pm

Brookwood Library, 2850 NE Brookwood Parkway

OC Attendees: Lacey Townsend, Sarah Moll, Heather Robinson, Rommel Rodriguez, Simone Brooks, Beth Graser, EJ Payne, Gentry Kauwe, Kim Megorden, Tonya Leedy, Elijah Lynn, Amber Wilson, Deanna Palm, Zane Othman, Nathan Sosa, Zoi Coppiano

OC Absent: Israel Munoz (Chair), Beach Pace, Begona Rodriguez, Cindy Cosenzo, Ishaan Sinha, Izabella Pena, Jessica Stark, Liz Connor, Ramon Cancel

Staff and Consultants: Dacia Bakkum, Jason Robertson

Special Guest Presenters:

Neha Subramanyam, Rania Ayoub – City of Hillsboro

Welcome

Jason Robertson welcomed the group and led the meeting. Committee Chair, Israel Munoz, was out of the country in Cuba, and unable to attend.

City of Hillsboro Naming Policy

Neha Subramanyam and Rania Ayoub, City of Hillsboro, provided a second presentation on the City's naming policy and led a group discussion about the proposed list of names.

- 37 community organizations representing 16 ethnic/racial groups were contacted and asked to provide proposed names – 23 organizations have participated so far.
- A total of 226 names have been collected.
- 80 names removed from the list leaving a total of 146 proposed names.
- Of those removed, 61 are names of people which require separate review and vetting process.
- Included in the proposed list, names approved by the Washington County Consolidated Communications Agency (WCCCA) and suggested by Youth Advisory Council members.

The proposed list of names will go to City Council for review in June and back to City Council for approval in July. City staff created an electronic City of Hillsboro Asset Names Database for employees to access the list of names once they have been approved by City Council. This is NOT the last opportunity to submit names. The City will evaluate and add names on a rolling basis over time. The goal is to develop an inventory of relevant, representative, and inclusive options that can be applied over time (years).

Ultimately, all decisions are made by City Council or City Manager. But feedback from 2035 OC and others instrumental in understanding what makes most senses/filtering out names that might not be appropriate.

Committee Feedback on the Proposed List of Names

Names for Immediate Use

- Colibri – hummingbird, there is a diversity of hummingbirds which are both native and visitors of the Hillsboro area and reflects the diversity of the Hillsboro community
- Bracero – important connection to Hillsboro’s history and how the Bracero Program brought many Mexican laborers to Washington County/Hillsboro (and the US in general).
- Ohuru – fun to say
- Members generally liked all the native American origin/related words (ex. Quetzal)
- Libertad, or Liberty, has meaning for many people
- Kimchi is fun to say and easy to say
- Consider doing themes: all birds, all about democracy, planets, all about Hispanic heritage, etc.)

Names which Cause Pause

- Afterglow – sexual connotation, could not foresee how this would be a good name for any City asset
- Generally, members felt the HOA names lacked any specific connection to the Hillsboro community and many did not make sense as names to them
- Killig – could get easily confused with ‘killing’
- Naming a place after another place (ex. Columbia gorge, Vietnam, Multnomah) could be confusing but they also recognized that it is a common practice

Questions/General Discussion:

- Is it possible to add a pronunciation guide to streets (e.g., Google pronunciation)? That would be helpful and educational.
- Pronunciation is subjective, even for English words/names, such as Couch Street in Portland, Tigard...etc.
- Unique streets names are a wonderful conversation starter and can have an educational component that brings people closer together and foster cross-cultural understanding
- It would be good if there was some form of community education or explanation on the significance of certain names. Either on the street or even online (ex. google maps or City website).
- Generally, there was a preference to choose names which had a strong connection to the Hillsboro community compared to the ones from WCCA
- Preference to use names that are community specific in areas where the community lives (ex. street names in Asian languages where there is a stronger concentration of Asian residents. Census data could be used for this)
- There is a lot of opportunity to create a sense of belonging when we use names which are specific to the community in Hillsboro, especially for people who are bi-cultural or foreign born.
- Preference for People generally liked themes for naming – like a similar sentiment named in different languages or going along some theme.
- Recommendation to work with HSD to add names to the proposed database – HSD collects names from the community for naming assets and they can share the ones they don’t use. (ex. currently, they are accepting names for a new elementary school.)
- Consider broader communications on the City’s method behind naming – ex. City Views. Maybe a webpage.

Please email any additional thoughts related to the proposed list of names to Dacia.Bakkum@Hillsboro-Oregon.gov by May 13th.

Partner Survey Update

Jason shared the following highlights from the annual partner survey responses.

Economy and Infrastructure

- New City-HSD Hillsboro Works Program creates internships for students at Hillsboro businesses
- Washington County Chamber launched the Veterans Business Council (VBC) to empower and connect veteran businesses and workforce
- US Bank to be redeveloped with 4 restaurant tenants, rooftop bar and outdoor plaza space

Education and Community Involvement

- New City Diversity, Equity + Inclusion and Community Engagement Managers
- Community Foundation launching Young Professionals Council fall 2022
- Civic Leadership Academy developed recommendations on how to promote volunteerism and enhance City's volunteer program

Environmental Stewardship

- Community Action completed energy efficiency measures for 26 Hillsboro homes at a value of \$339,282
- 957 Hillsboro homes have received a Home Energy Score
- Public Works extended bike routes along Jackson School Rd, 18th Ave and Connell; added pedestrian signals at Rosedale Elementary (67th Ave) and Century Blvd

Health, Wellness and Safety

- Kindergarten Readiness Partnership Innovation Grant provides \$500,000 for projects supporting families, caregivers, educators of young children
- Project Homeless Connect served over 400 individuals experiencing homelessness at the Hillsboro Day Center (30-60 individuals a day)
- Bienestar broke ground @ Nueva Esperanza which will provide affordable housing for 150 families in a beautiful neighborhood close to amenities

Livability and Recreation

- Murals in process for 10th Ave., Main Street, and M&M Marketplace (Cultural Arts District); Bridge of Land and Sky coming later 2022
- Public Works installed info kiosks in downtown, Orenco, and Tanasbourne; added City logo on street signs at gateway intersections
- Multiple segments of Crescent Park Greenway Trail have been purchased and constructed

Dacia and Jason will follow up with partners who have not yet responded to the survey next week. Once all of the survey responses have been collected, they will start working on the annual report which will be presented to City Council sometime this summer.

Requested Presentations: Updates on Parks and Rec activities/accomplishments; walking/biking trails updates and maps.

Community Events Support and Sign-Up

Dacia shared information about a few upcoming events and 2035 outreach opportunities. Hillsboro 2035 is a sponsor of the Latino Cultural Festival and has a booth at the event each year. This year's event is hosted by the Hillsboro Hops and will be held at the Ron Tonkin Stadium on **Sunday, June 5 from 12-5pm**.

The 2035 Community Partner Celebration will take place on **Thursday, June 9 from 5-7pm** at the Hidden Creek Community Center. This will be a joint meeting and celebration with 2035 community partners, the Oversight Committee, and the Environmental Stewardship Committee. More details coming soon!

The La Strada dei Pastelli (Chalk Art Festival) is a new Hillsboro event that will feature art created by chalk artists from across the U.S. and at least one artist from Canada. The festival will include vendor booths, food, and music and will take place on **Saturday and Sunday, July 16-17** in Downtown Hillsboro.

Thank you to the OC members that have already volunteered to help at each of these events. There are still additional time slots available, and help needed with outreach activities at the 2035 booth during the events. If you have not signed up and would like to help, please let Dacia know.

Dinner Served

We wrapped up the last half of the meeting having a delicious meal together from Amelia's Restaurant. It was wonderful to see finally see everyone in person and have an opportunity to spend some time together.

Public Comment

None.

Notes:
