



CITY OF  
**West  
Linn**

## **Council Retreat**

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February 10, 2012



## City Council Priority Setting Retreat

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Friday, February 10, 2012  
5:30 p.m.  
Willamette Falls Fire Station

- 1. Welcome & Introduction**
  - Dinner
- 2. Agenda & Plans for Retreat**
  - West Linn in 1990
  - West Linn in 2035
- 3. 2011 Accomplishments**
  - 2011 Goals
    - ✓ Public Safety Facility
    - ✓ Stafford Strategy
    - ✓ Community Vision/Comprehensive Plan
    - ✓ Political Advocacy & Citizen Engagement
    - ✓ Water Infrastructure Maintenance
  - 2011 Areas of Interest
    - ✓ Recreation/Aquatic Center
    - ✓ Public Art Process
    - ✓ 2013 Centennial Celebration
    - ✓ Sustainability
- 4. Communication**
  - Communication Plan Update
  - Neighborhood Associations
- 5. Other Administrative Topics**
- 6. Adjournment Target is 8:30 p.m.**

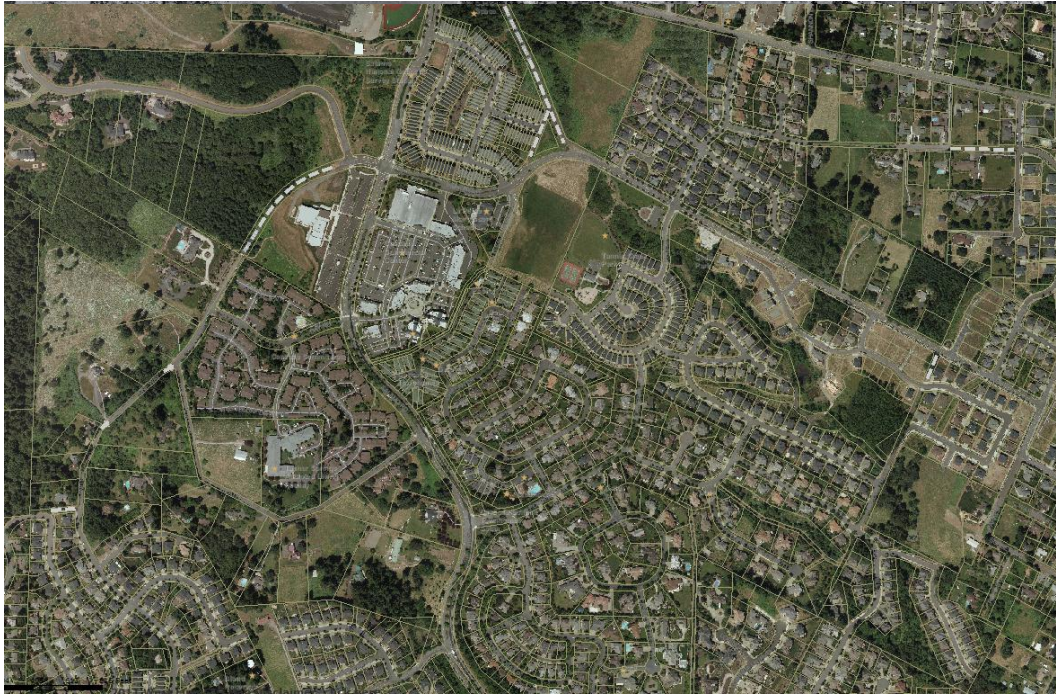


# Planning for the future

Year – 1990

Pop. – 16,389

Budget – \$11.9 M



Year – 2012

Pop. – 25,250

Budget – \$43.9 M



1990

2012

2035?

# Planning for the future



## 2012 CITY FACTS:

Employees: 133 FTE

Outstanding Debt: \$15.6 million

Parks/Open space: 632 acres

City Roads: 107 miles

Sewer Mains: 193 miles

Water Lines: 118 miles

Traffic Stops: 10,014

Library Borrowers: 20,639

## Internet Access

Do you have access to the Internet at home, at work or both home and work?

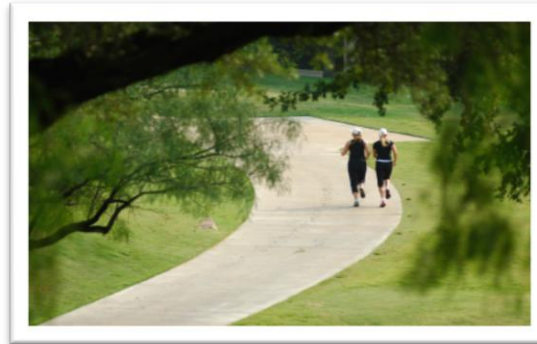
<b>Total Internet Access</b>	<b>95%</b>
Home only	38%
Work only	1%
Home and work	55%
No Internet Access	5%



# 2011 Council Goals



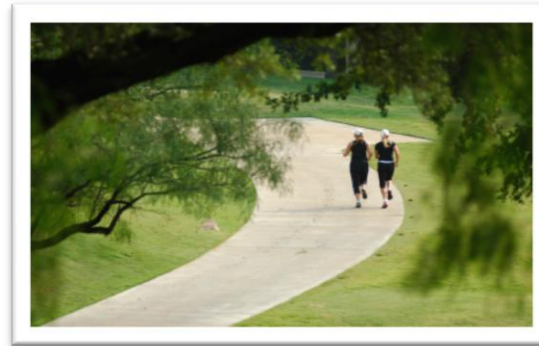
1. **Public Safety Facility** (*measure approved*)
2. **Stafford Strategy** (*active litigation*)
3. **Community vision/Comprehensive Plan** (*43 visioning process*)
4. **Political Advocacy & Citizen Engagement** (*Comm. Plan*)
5. **Water infrastructure maintenance** (*UAB recommendation*)



# Likely continuing 2012 Goals



1. **Public Safety Facility** (*measure approved*)
2. **Stafford Strategy** (*active litigation*)
3. **Community vision/Comprehensive Plan** (*43 visioning process*)
4. **Political Advocacy & Citizen Engagement** (*Comm. Plan*)
5. **Water infrastructure maintenance** (*UAB recommendation*)



# 2011 Areas of Interest



1. Recreation / Aquatic Center
2. Public Art Policy
3. 2013 Centennial Celebration
4. Sustainability



# For 2012 consideration



1. Recreation / Aquatic Center
2. Public Art Policy
3. 2013 Centennial Celebration
4. Sustainability







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## **Communications Plan Update**

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# Communications



## From Goal “Political Advocacy & Citizen Engagement”

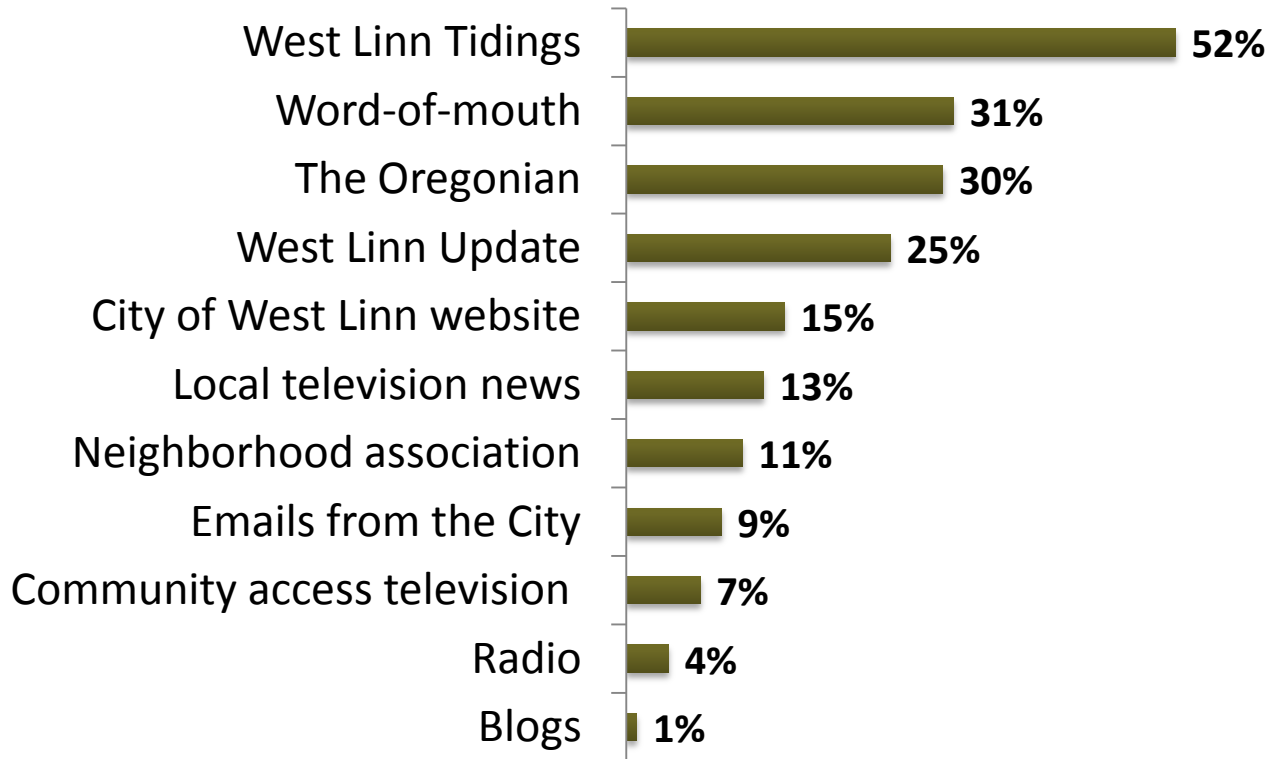
- 2011 will yield a communications and outreach strategy that engages residents, leading to knowledge, trust and involvement by a diverse group of informed citizens.

- Website
- Newsletter
- Bulletin boards
- Handouts
- Social media
- Earned media
- Paid media
- Brochures
- Govt/access TV
- Reports
- Financial documents
- Citizen Support Center
- Succinct communications
- Communications timing
- Public presentations & speeches
- Stakeholder lists
- Build networks
- Volunteer connection opportunities
- Civic engagement committees
- NA Presidents Group
- Leadership Academy
- Listening Tour
- Citizen Advisor Training
- Council outreach opportunities

# Communications



## Main Sources of information (from survey):



Overall, 47% rely on city sources for local news, 53% use other sources.

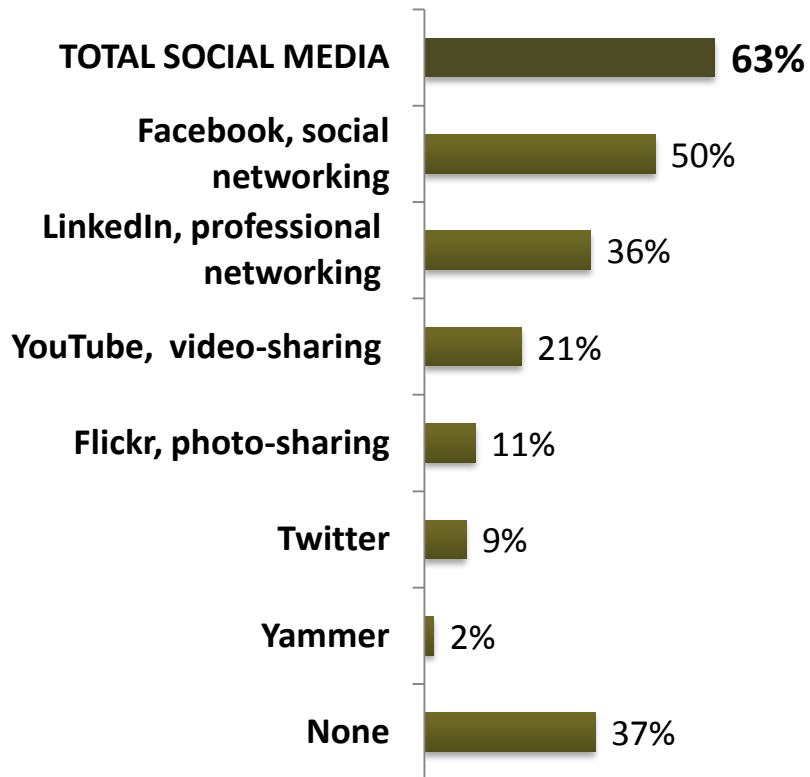
The City of West Linn is doing a good job sharing news with the community.

# Communications



## Social Media Use

Do you have a profile or account on any of the following?



*Almost everyone in West Linn has Internet access.*

Weekly e-blast: 4823 subscribers

Library e-newsletter: 204

Facebook: 1778

Twitter: 123

Citizen Support Center: 530 responses this year.

*+60% are closed within 24 hours*

*majority go to Parks/Rec .*

# Neighborhoods



## ◆ Changing role of Neighborhood Associations

KEY FINDING from 2012 Community Attitudes Survey:

“Communicating with residents about local issues requires a complex communication plan.

- Most residents rely on multiple traditional and digital sources of information to get local news.
- They city is doing a good job providing information to the community using websites, bill inserts and e-newsletters.
- City and neighborhood meetings are important but can’t be relied on as a primary medium for communicating and informing residents about issues.”

# Neighborhoods



## NA Presidents Group role

- From Work plan for 2011:
  - *Determine NA funding allocation;*
  - *Create a vision and outreach strategy for NAs to encourage participation and involvement;*
  - *Begin discussions and recommendations regarding a "base" set of bylaws and the possibility of a standardized calendar for NA elections to capitalize on economies of scale.*

**Direction for moving Forward**