

Integrated Action Plan: Neighborhood Associations (NAs) & Community Advisory Groups (CAGs)

Proposed outreach strategy to increase awareness and participation at both the neighborhood and issue-based levels, while fulfilling Oregon's Goal 1 for Citizen Involvement.

Purpose

This plan outlines methods to strengthen citizen involvement by promoting both Neighborhood Associations (NAs) and Community Advisory Groups (CAGs). NAs give residents a direct neighborhood-level voice, while CAGs allow citizens to engage on specific issues such as transportation, sustainability, arts, and economic development. Together, these pathways create a comprehensive framework for meaningful public participation.

Neighborhood Associations (NAs): Your Local Voice

- Automatic membership for all residents, property owners, business owners, and nonprofits within boundaries.
- NAs receive direct City notifications and can appeal land use decisions without cost.
- Focus on neighborhood livability issues: traffic, parking, land use, development impacts, parks.
- Boards are volunteer-run and open to new leadership opportunities.

Community Advisory Groups (CAGs): Your Issue-Based Voice

- CAGs advise Council on citywide topics: sustainability, transportation, arts & culture, economic development, and more.
- Membership open to West Linn residents; application process through City.
- CAGs provide structured input and annual work plans to Council, supporting citywide goals.
- Ideal for residents whose NAs are inactive or who want to engage on specific issues beyond their neighborhood.

Outreach Methods

- Digital: City website 'Find Your NA' map, CAG info, and newsletter signup via QR code.
- Social media: 'Did You Know?' myth-busting (NAs vs HOAs), CAG spotlights, event promotion, and success stories.
- Print: postcards and flyers that highlight both NAs and CAGs with a QR code to sign up for City newsletter and alerts.
- In-person: booths at Farmers Market, Music/Movies in the Park featuring 'Find Your NA & Join a CAG' map; distribute handouts and fact sheets.
- Community connections: schools, PTAs, civic groups, and local businesses promoting both NAs and CAGs.
- Media & storytelling: press releases, West Linn Tidings stories, and resident spotlights ('Why I serve on my NA/CAG board').

Sample Messaging

****Social Media Post:****

■ Did you know? In West Linn, you're automatically a member of a Neighborhood Association AND you can serve on a Community Advisory Group (CAG) — like Transportation, Sustainability, or Arts. No dues. No restrictions. Just your voice. Stay informed by scanning the QR code to sign up for the City newsletter.

****Postcard Copy:****

Your Neighborhood. Your Issues. Your City.

■ Automatic NA membership

■ Join a CAG for citywide topics

■ Stay informed on projects near you

Sign up via QR code to receive updates.

Next NA meeting: [date/time/location]

****Newsletter Blurb:****

West Linn offers two great ways to get involved: Neighborhood Associations — your neighborhood voice; and Community Advisory Groups — your issue-based voice. Whether you care about traffic, parks, or sustainability, there's a place for you. ■ Sign up for the City newsletter with the QR code to stay connected.

■ By integrating Neighborhood Associations and Community Advisory Groups, this plan strengthens public participation across all levels of city decision-making. Adding a QR code for newsletter signup ensures every resident has a simple, direct path to stay informed and get involved — fulfilling Oregon's Goal 1 for Citizen Involvement.