

Outreach Methods Plan for West Linn CCI

Proposed methods, tools, and messaging to increase participation in both Neighborhood Associations (NAs) and Community Advisory Groups (CAGs).

1. Digital Outreach

- Enhance City website with interactive 'Find Your NA' map, CAG listings, and newsletter signup via QR code.
- Include 'Neighborhood & Advisory Highlights' in the City's monthly e-newsletter.
- Run social media campaigns: 'Did You Know?' myth-busting (NAs vs HOAs), CAG spotlights (e.g., Sustainability, Transportation, Arts), and event promotion.

2. Print & Mail Outreach

- Mail postcards citywide or by NA boundary highlighting both NAs and CAGs, with a QR code to join the City newsletter.
- Create flyers/posters for libraries, coffee shops, City Hall, and community bulletin boards.
- Distribute 'Your Neighborhood. Your Issues. Your City.' materials to emphasize NA membership and CAG participation.

3. In-Person Outreach

- Host booths at Farmers Market, Music in the Park, and Movies in the Park with an interactive 'Find Your NA & CAG' map.
- Provide handouts, fact sheets, and small branded giveaways (stickers, magnets, reusable bags).
- Organize a 'Community Involvement Week' where active NAs host welcome meetings and CAGs hold open houses simultaneously.

4. Direct Community Connections

- Partner with schools/PTAs to send flyers home in backpacks.
- Share blurbs with faith groups, civic clubs, and service organizations about NA and CAG opportunities.
- Work with local businesses to display 'Proud to Support West Linn Community Involvement' posters.

5. Media & Storytelling

- Issue press releases and submit stories to the West Linn Tidings and neighborhood newsletters.
- Feature resident spotlights: 'Why I serve on my NA/CAG board' in video or article form.
- Highlight NA and CAG accomplishments in land use, safety, sustainability, or community projects.

Sample Messaging Examples

****Social Media Post (Myth-Buster):****

■ HOA? Nope. ■ NA & CAG? Yes.

In West Linn, every resident is already part of a Neighborhood Association — no dues, no restrictions

— and you can also join a Community Advisory Group (CAG) like Sustainability, Transportation, or Arts. Stay informed by scanning the QR code to sign up for the City newsletter.

****Postcard Copy (Back):****

Your Neighborhood. Your Issues. Your City.

■ Automatic NA membership

■ Join a CAG for citywide topics

■ Stay informed on projects near you

Scan the QR code to receive updates.

Next NA meeting: [date/time/location]

****Newsletter Blurp:****

West Linn offers two great ways to get involved: Neighborhood Associations — your neighborhood voice; and Community Advisory Groups — your issue-based voice (e.g., sustainability, transportation, arts, economic development). Whether you care about traffic, parks, or climate, there's a place for you.

■ Sign up for the City newsletter with the QR code to stay connected.

■ This integrated plan ensures residents can participate both locally through Neighborhood Associations and broadly through Community Advisory Groups. By promoting QR code newsletter signup in all outreach, West Linn builds a stronger, more connected, and more informed community in line with Oregon's Goal 1 for Citizen Involvement.