

WL Connected: Your Voice. Your Neighborhood.

Get informed. Get involved. Get connected.

This 6-month work plan was developed by the Committee for Citizen Involvement (CCI) of the City of West Linn to increase public engagement with Neighborhood Associations (NAs) and Community Advisory Groups (CAGs).

Month 1: Foundation & Messaging

- Adopt a City-aligned color palette (Forest Green #2E6E3D, Deep Blue #1C3F5E, Sky Blue #3E8CC7, Neutral Gray #D9D9D6, White #FFFFFF).
- Develop a messaging toolkit (elevator pitch, FAQs explaining NAs vs HOAs).
- Draft bullet prompts for staff to use in social media, newsletter, and flyer content.
- Assign CCI roles (social media liaison, event booth coordinator, outreach liaison).

Month 2: Research & Content Development

- Develop sample content ideas and mock flyer/poster concepts for libraries, coffee shops, and community centers.
- Brainstorm improvements for the City website 'Find Your NA' map (suggest interactive/mobile-friendly versions).
- Gather early feedback from CCI members and staff liaisons on draft messaging.
- Do not launch publicly yet—focus on preparation.

Month 3: Neighborhood Association Feedback

- Present draft outreach plan to Neighborhood Associations (NAs) for feedback.
- Adjust messaging, timeline, or tools based on NA board input.
- Continue refining mock materials and FAQs so they are ready for City review.

Month 4: Council Approval

- Present updated outreach plan to City Council.
- Request approval and authorization for staff support before implementation.
- Once approved, finalize timeline and staff assignments.

Month 5: Community Connection Launch

- Begin public-facing outreach with booths at Farmers Market, Music in the Park, and Movies in the Park.
- Provide 'Find Your NA & Join a CAG' maps and informational handouts with QR newsletter sign-up.
- Encourage active NAs to host an Open House Night for neighbors.

Month 6: CAG Mixer & Sustained Outreach

- Host a Community Advisory Group (CAG) Mixer to showcase issue-based opportunities.
- Launch a resident survey to measure awareness of NAs and CAGs.
- Collect stories, attendance data, and engagement feedback for future planning.

Ongoing (Post-Month 6)

- Continue tracking metrics: attendance, board recruitment, survey results, social engagement.
- Adjust outreach strategies annually based on Council feedback and community response.
- Keep NA and CAG promotion integrated into City newsletter and events.

Sample Messaging Prompts (for staff use)

Social Media Post Ideas:

- “Did you know you’re already part of a Neighborhood Association? No dues. No rules. Just neighbors helping neighbors stay informed.”
- “NAs ≠ HOAs. NAs don’t collect dues, enforce rules, or tell you what color to paint your house. They simply connect neighbors and give you a voice.”
- “Want to help shape the future of West Linn? Join a Community Advisory Group (CAG) and make your voice heard.”

Newsletter/Website Content Prompts:

- Explain that there are 11 NAs in West Linn and all residents are automatically members.
- Clarify that NAs are not HOAs — no dues, no restrictions.
- Highlight upcoming NA meeting dates and board volunteer opportunities.
- Introduce CAGs as another path for involvement (transportation, sustainability, arts, economic development).
- Link to 'Find Your NA' map: <https://westlinnoregon.gov/neighborhoods>