

WL Connected: Your Voice. Your Neighborhood.

Get informed. Get involved. Get connected.

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

Month 1: Foundation & Messaging

- Create a simple 'WL Connected' logo or wordmark
- Develop a messaging toolkit (elevator pitch, FAQs explaining NAs vs HOAs)
- Create content templates for social media, newsletters, and flyers
- Assign CCI roles (social media, event booth coordinator, newsletter writer)

Month 2: Awareness Launch

- City newsletter feature about NAs and CAGs
- Run a 2-week social media campaign: 'Did you know you're already part of a Neighborhood Association?'
- Place flyers/posters in libraries, coffee shops, and community centers
- Enhance city website with prominent NA and CAG links and an interactive NA map

Month 3: Community Connection

- Pop-up booths at Farmers Market, Music in the Park, and Movies in the Park
- Host an 'NA Open House Week' where all active NAs invite neighbors to a welcome night

Month 4: Storytelling & Recruitment

- Launch 'Meet Your Neighborhood Leaders' series on social and newsletters
- Recruit volunteers for inactive NAs ('Bring Your NA Back to Life')
- Offer training/onboarding for new board members

Month 5: Celebrate & Recognize

- Declare an NA/CAG Appreciation Month with social media spotlights
- Host a Citywide Community Night with all NAs and CAGs represented

Month 6: Sustain & Measure

- Survey residents about awareness of NAs
- Track metrics: attendance at meetings, new board members, social engagement

- Set next-year goals and continue campaigns

Sample Messaging Ideas

Social Media Posts

- ■■ 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 just keep you informed — and give you a voice.
- ■■ Want to help shape the future of West Linn? Join one of our Community Advisory Groups and make your voice heard.

Newsletter/Website Copy

Did you know there are 11 Neighborhood Associations (NAs) across West Linn — and you're already a member just by living in one? NAs are a great way to stay informed about nearby projects, meet neighbors, and discuss local issues like parking or traffic. They are not like HOAs — there are no dues, no rules, and no restrictions. They simply connect neighbors and make sure your voice is heard. Find your NA at: <https://westlinnoregon.gov/neighborhoods>