

# Hillsboro, Oregon: Tools and Approach to Community Participation in Visioning

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ICMA Conference Presenter



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- Long-standing and successful community vision plan
- Recipe for success and lessons learned
- Our approach and experience with current tools available



VANCOUVER

HILLSBORO

OX Restaurant

PORTLAND

TROUTDALE

GRESHAM

BEAVERTON

MILWAUKIE

TIGARD

LAKE OSWEGO

CLACKAMAS

SHERWOOD

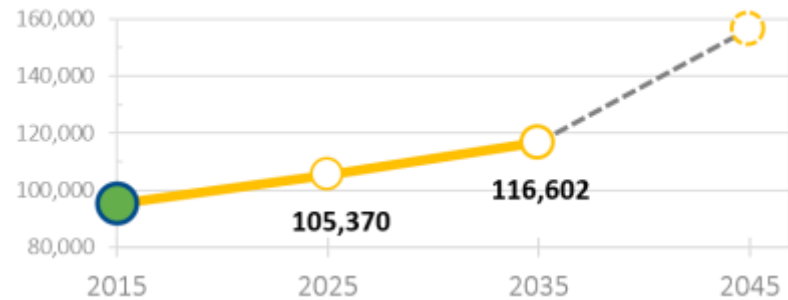
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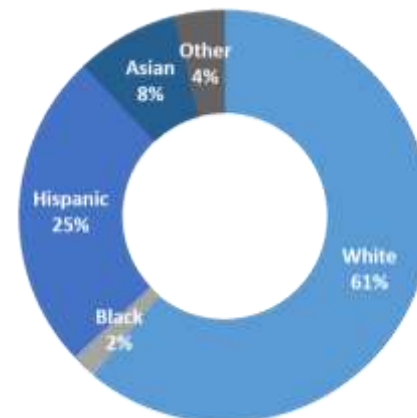
# Hillsboro, Oregon

- Population (2014) = 95,310
- 5<sup>th</sup> largest city in the state of Oregon
- Economic engine of the state
- Manufacturing accounts for nearly one-third (32.8%) of all jobs in Hillsboro

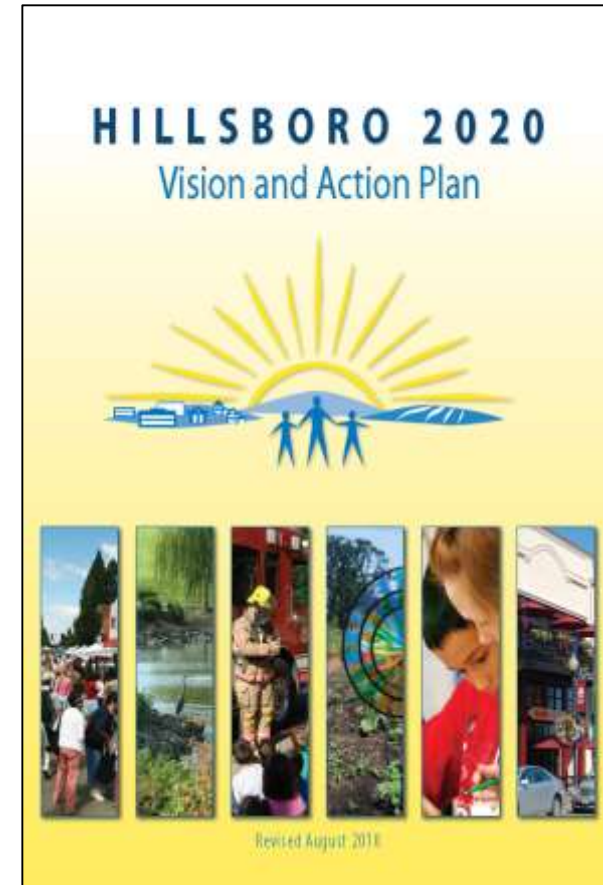
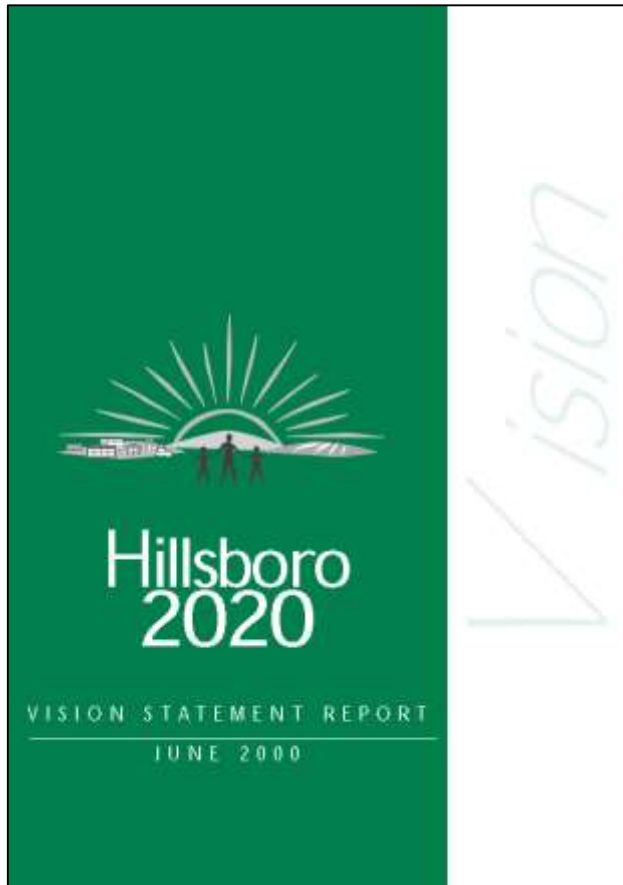
## Population Projection



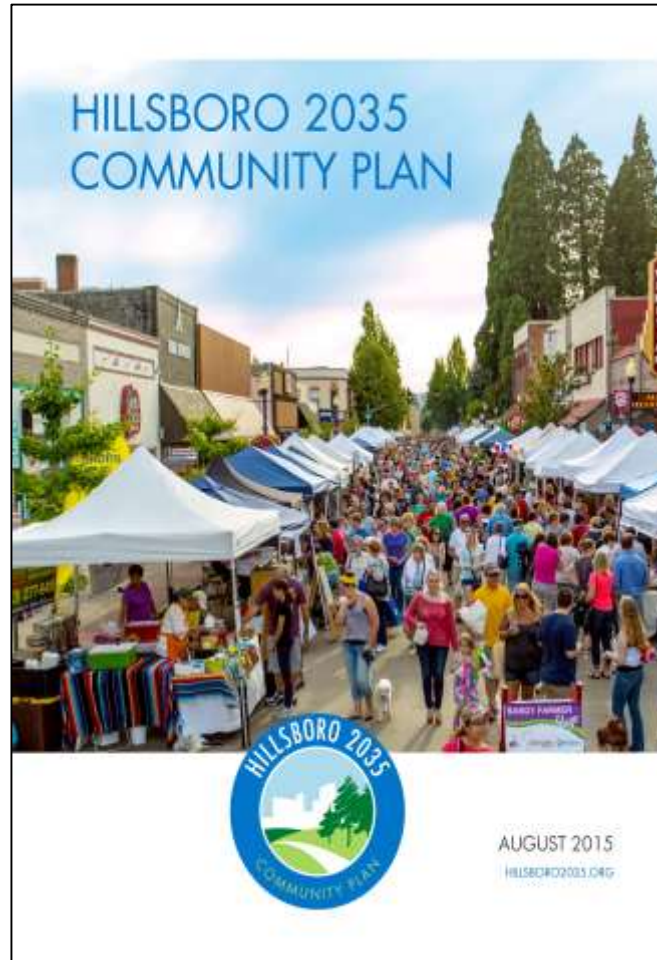
## Race and Ethnicity



# Hillsboro 2020 Vision and Action Plan



# Hillsboro 2035 Community Plan



# Planning Process



# Public Participation Methods and Tools





# Community Events



# “Community Conversations”



# Idea Boxes

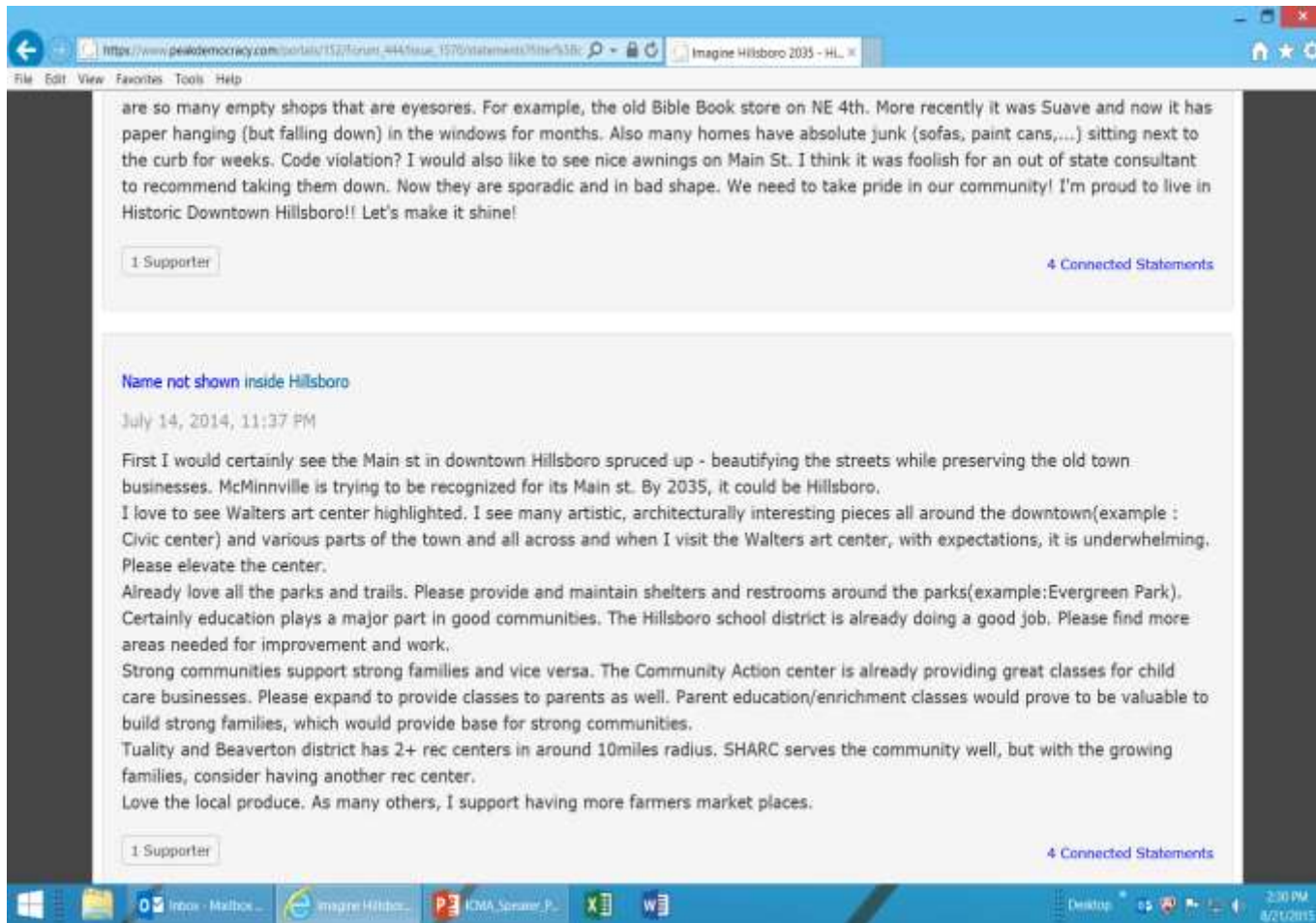


# Online Forum

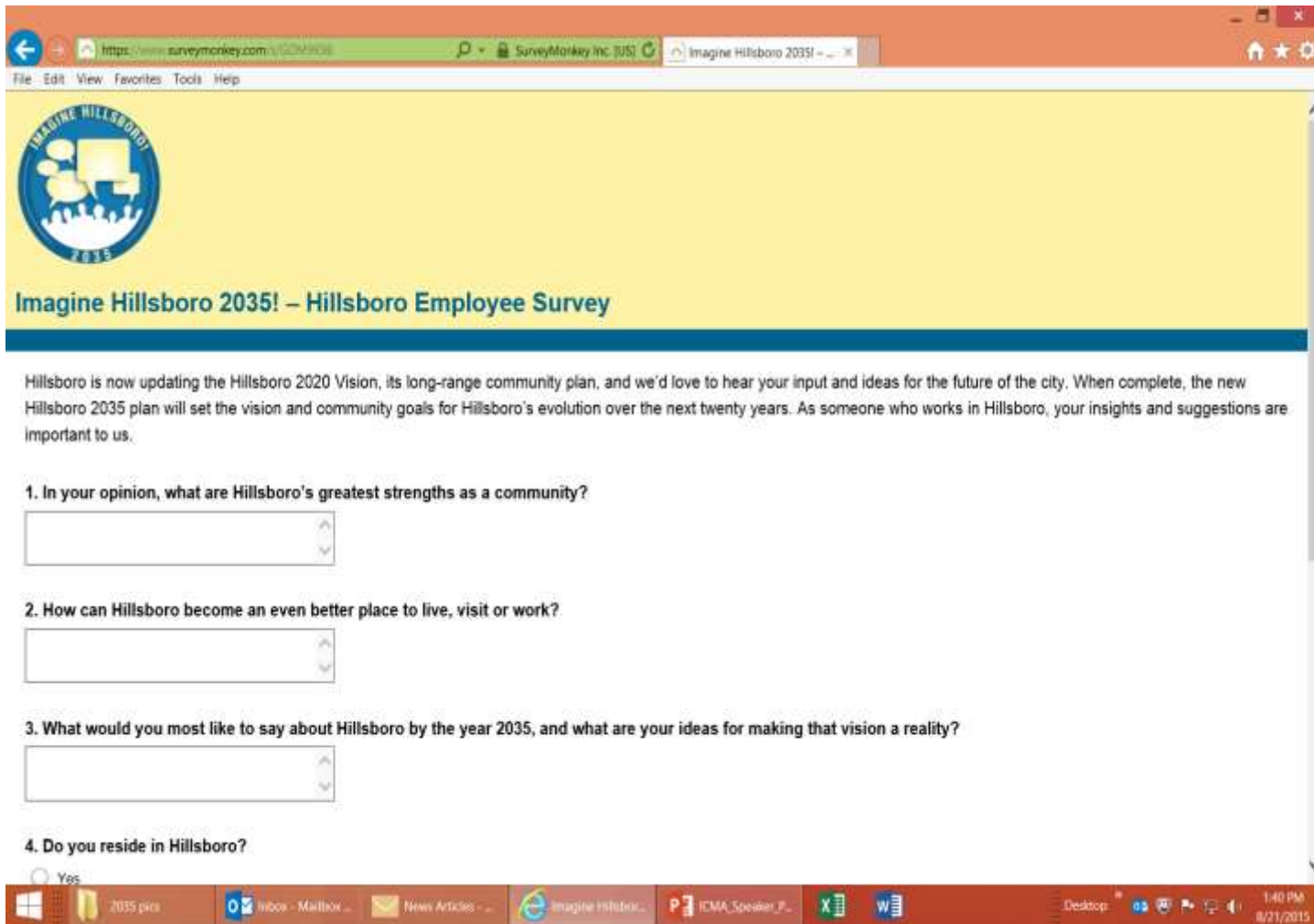
The screenshot shows a web browser window with the URL [http://www.peakdemocracy.com/pd/items/152/forum\\_home?screen\\_reader\\_mode=on](http://www.peakdemocracy.com/pd/items/152/forum_home?screen_reader_mode=on). The page content includes:

- A header question: "What ideas do you have for making your vision a reality? [READ MORE](#)"
- An email subscription form: "Enter your Email Address" with a "Subscribe" button and a "Learn More" link.
- Topic filters: "Open Topics" (selected) and "Closed Topics".
- A section titled "Open Topics" containing a topic card for "Hillsboro 2035 Vision".
- The topic card text: "Imagine the future of Hillsboro! What would you like to say about Hillsboro by the year 2035? What are your ideas for making that vision a reality? The deadline has passed. This topic has an introduction from the City of Hillsboro, 442 visitors and 57 statements. The deadline for participation was 11:59 PM on July 19, 2014." A "Go to the topic" button is located below the text.
- Footer text: "© Copyright 2015 Peak Democracy, Inc. | [Privacy](#) | [Terms of Service](#) | [Download Adobe Reader](#)"
- Taskbar: Shows the Windows taskbar with icons for Mailbox, Imagine Hillsboro, ICMA\_Speaker\_P, and Word. The system tray shows the time as 2:22 PM on 8/21/2015.

# Online Forum



# Online Employer Survey



The screenshot shows a web browser window with the URL <https://www.surveymonkey.com/j/2026001>. The page features a yellow header with the 'Imagine Hillsboro 2035' logo on the left and the title 'Imagine Hillsboro 2035! - Hillsboro Employee Survey' in the center. Below the header, a paragraph of text explains the purpose of the survey. The main content area contains four numbered questions, each followed by a text input field with a dropdown arrow on the right side. The first three questions are open-ended, while the fourth is a multiple-choice question with a radio button and the label 'Yes'.

**Imagine Hillsboro 2035! - Hillsboro Employee Survey**

Hillsboro is now updating the Hillsboro 2020 Vision, its long-range community plan, and we'd love to hear your input and ideas for the future of the city. When complete, the new Hillsboro 2035 plan will set the vision and community goals for Hillsboro's evolution over the next twenty years. As someone who works in Hillsboro, your insights and suggestions are important to us.

- 1. In your opinion, what are Hillsboro's greatest strengths as a community?**
- 2. How can Hillsboro become an even better place to live, visit or work?**
- 3. What would you most like to say about Hillsboro by the year 2035, and what are your ideas for making that vision a reality?**
- 4. Do you reside in Hillsboro?**  
 Yes

The Windows taskbar at the bottom shows the system tray with the time 1:40 PM and date 8/21/2015. Open applications include '2035 pics', 'Inbox - Mailbox', 'News Articles', 'Imagine Hillsbor...', 'ICMA\_Speaker\_P...', 'Excel', and 'Word'.

# Social Media

The image shows a screenshot of a web browser displaying the Facebook page for the Hillsboro 2035 Community Plan. The browser's address bar shows the URL <https://www.facebook.com/hillsboro2035>. The Facebook navigation bar is visible at the top, including the Facebook logo and login fields for "Email or Phone" and "Password".

The main content area features a large cover photo of a community event with people gathered under white tents. A semi-transparent text box overlaid on the photo reads: "Hillsboro 2035 Community Plan is on Facebook. To connect with Hillsboro 2035 Community Plan, sign up for Facebook today." Below this text are "Sign Up" and "Log In" buttons.

Below the cover photo is the profile picture, which is a circular logo with the text "HILLSBORO 2035 COMMUNITY PLAN" around a central image of a landscape. To the right of the profile picture, the page name "Hillsboro 2035 Community Plan" and the word "Community" are displayed. Navigation tabs for "Timeline", "About", "Photos", "Likes", and "More" are visible below the profile information.

The "PEOPLE" section shows "395 likes". The "ABOUT" section contains two items: "Hillsboro 2035 is a plan for the future, developed by the people who live and work in the community." and a link "http://www.hillsboro2035.org/". The "PHOTOS" section shows a thumbnail of a sign for the "HILLSBORO CIVIC CENTER".

The Windows taskbar at the bottom of the screen shows several open applications: "Inbox - Mailbox...", "Hillsboro 2035 C...", "ICMA\_Speaker\_P...", "Excel", and "Word". The system tray on the right shows the time as "2:01 PM" and the date as "8/21/2015".

# Texting

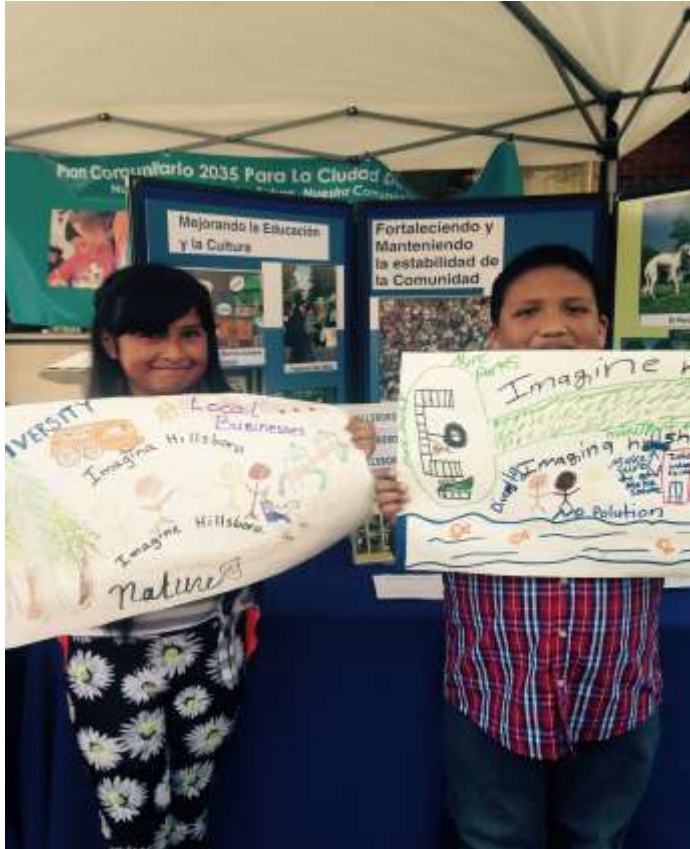
**Ideas for Hillsboro's Future?**



**TEXT NOW!**  
**(971) 205-1005**



# Youth Involvement



# 2035 Community Partners

- Bienestar
- City of Hillsboro
- Community Action
- Domestic Violence Resource Center
- Elders in Action
- Hillsboro Chamber
- Hillsboro Community Foundation
- Hillsboro Farmers' Markets, Inc.
- Hillsboro Ministerial Association
- Hillsboro School District
- Hillsboro Tuesday Night Market
- Oregon State University Extension Service
- Pacific University
- Portland Community College
- Rebuilding Together Washington County
- SOLVE
- TriMet
- Tualatin Valley Workshop
- Tuality Healthcare
- Virginia Garcia Memorial Health Center
- Washington County
- Westside Transportation Alliance

# Community Partner Agreement Forms



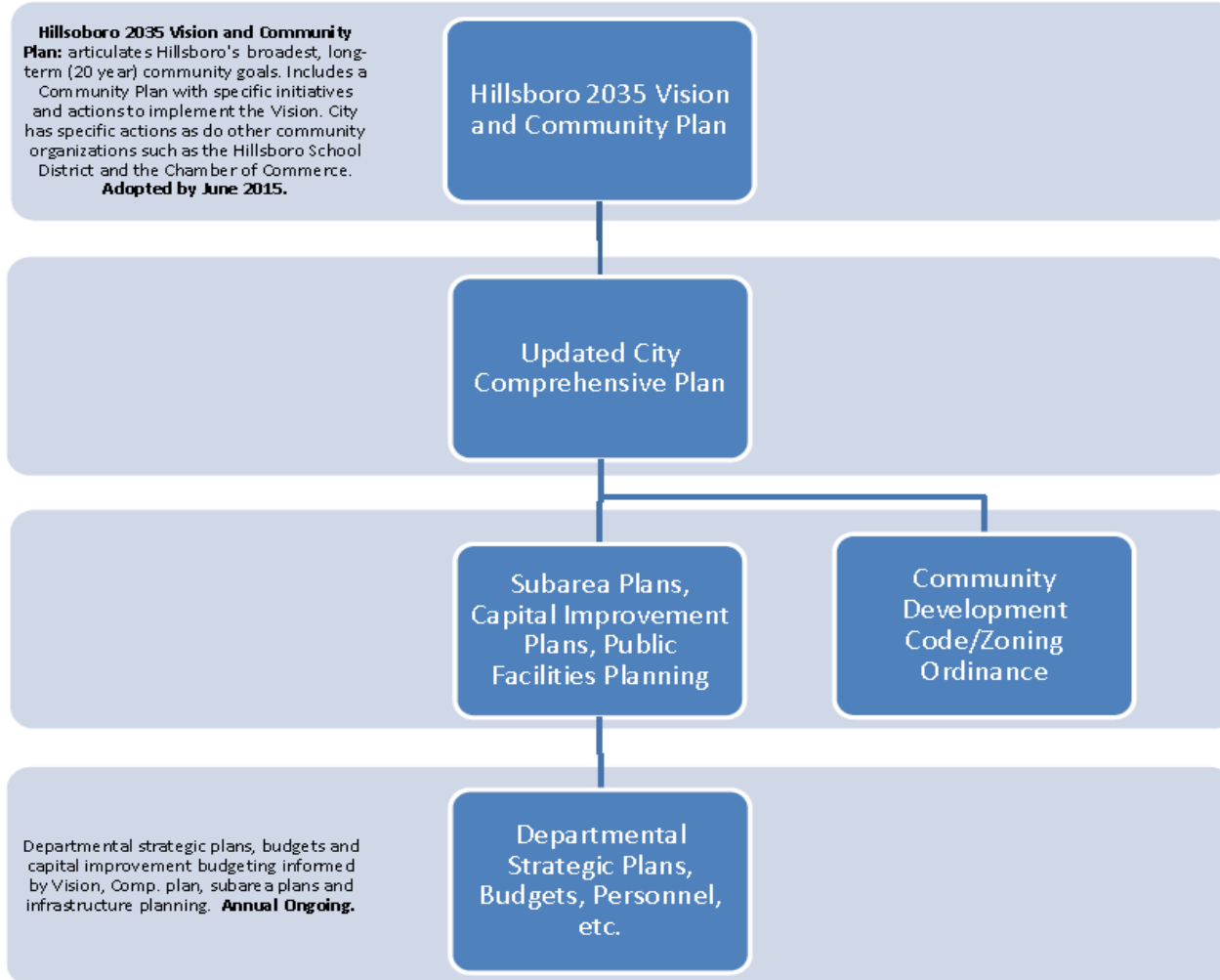
## Hillsboro 2035 Community Partner Acceptance

\_\_\_\_Portland Community College\_\_\_\_\_ (organization) accepts the role of lead community partner for the following action(s):

- Provide flexible workforce training for Hillsboro residents seeking Hillsboro jobs:** Provide flexible, cutting-edge workforce training to Hillsboro residents seeking Hillsboro-based employment.
- Create a technology-based innovation center to stimulate interest in and access to science and entrepreneurship:** Establish a community innovation center or academic center of excellence that facilitates universal access to advanced technology and equipment, and stimulates interest in science and entrepreneurship and career pathway opportunities.
- Grow Hillsboro higher-education opportunities and 4-year college presence:** Increase the presence of and access to higher-education opportunities by expanding on-site 4-year college partners and programs.
- Facilitate tech employment opportunities for Hillsboro residents:** Facilitate tech employment opportunities for Hillsboro residents and youth by expanding and promoting the availability of STEM education and specialized training.

Signature: Sylvia Kelley  
Name: SYLVIA KELLEY  
Title: Acting President  
Organization: ACC

## Hillsboro's Guiding Plans – Proposed Alignment for 2015 and Beyond \*DRAFT



# Key Take-Aways - “Lessons Learned”

- No substitute for face-to-face interaction with our community
- Meet people “where they’re at”
- Technology - a supplement that can help boost numbers
- Define purpose and use of public participation
- Involve youth early and often
- Accountability and buy-in of community partners and public-at-large is critical
- Alignment with other plans and priorities

# Questions/Comments?

Additional Information...

[www.hillsboro2035.org](http://www.hillsboro2035.org)





2015 SEPT 27-30  
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