

Hillsboro 2020

Vision and Action Plan

Annual Progress Report, 2012

July 17, 2012

Letter from the Chair

Dear Mayor Willey and City Council Members:

On behalf of the entire Vision Implementation Committee (VIC), it is my pleasure to present the 12th edition of the Hillsboro 2020 *Annual Progress Report*. I am happy to report Hillsboro 2020 continues the march forward. Of the 180 community-defined actions our partners have agreed to implement, 159 (88%) are now complete or well underway. Most of the remaining actions are not slated to begin until 2016 or later.

This document provides you a representative cross section of success stories from the past year, in each of the six Vision focus areas, along with a summary of activities carried out by the VIC and its various subcommittees. The VIC has also forwarded for Council approval five minor modifications to the Vision Action Plan. The rationale for each change is laid out herein.

As always, we are grateful for the continued interest and support we receive from City Council, staff, dozens of external organizations and our community volunteers who go the extra mile to make sure these community priorities get done. This shared ownership of responsibility and benefit is what makes Hillsboro special.

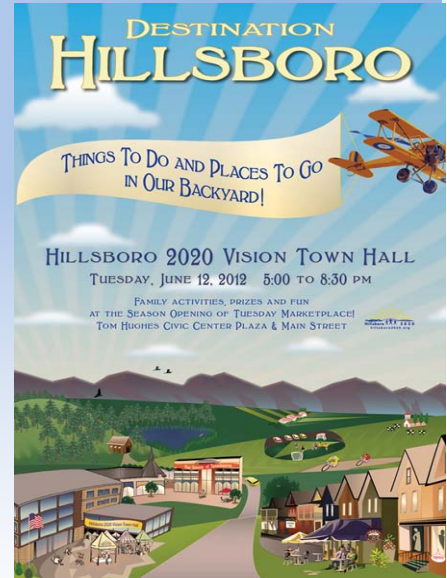
True to Hillsboro form, implementation is ahead of schedule and the VIC estimates the majority of community priorities will be completed by 2015. To that end, the VIC has developed a preliminary framework for “renewing the vision” between 2012 and 2015 (p. 9). We look forward to your direction on and participation in that process.

Once again, thank you for your continued support of Hillsboro 2020.

Sincerely,



Doug Johnson
Chair, Hillsboro 2020 Vision Implementation Committee



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Hillsboro 2020 Milestones

2000-2004

- Original Vision and Action Plan Adopted by City Council, with 46 strategies and 114 actions.
- 1,500 citizens engaged through visioning outreach.
- Hillsboro 2020 recognized by International Association for Public Participation and Oregon League of Cities for public involvement and interactive planning model.

2005-2009

- 5 year community review produces two new strategies and 34 actions.
- 92 of the original 114 actions are underway or complete.

2010

- 127 of 147 actions underway or complete
- 10 year community review yields two new strategies, 34 actions

2012

- 159 of 180 actions underway or complete
- Planning begins for the first full "Vision Renewal"



2012 Town Hall at Tuesday Market

Hillsboro 2020 – Road Map to Success

The impetus to develop a community-wide vision for Hillsboro originally germinated in the late 1990's. Following years of sustained economic investment and population growth, it became clear the city was going to change. The only question remained, "in what way?" Local community leaders recognized that question would be best answered by the people who live, work, learn and play here, and in 1997 launched an unprecedented three-year outreach campaign to ensure Hillsboro's future would be shaped by its residents.

Between 1997 and 2000, more than 1,500 citizens heeded this call to action. Representing a variety of community interests including business, environment, neighborhoods, social services, healthcare, education, government and many others, these citizens helped craft a 20-year road map for the future. The resulting Hillsboro 2020 Vision Statement outlines the way Hillsboro ought to look, feel and function in the future, and the Action Plan details specific programs and projects for bringing the Vision to life.

From day one, Vision implementation has been coordinated by a Vision Implementation Committee (VIC) representing a diverse range of community partners and motivated citizen volunteers. In addition to troubleshooting challenges, keeping the public informed of progress and hosting an annual Town Hall celebration, the VIC is also responsible for producing an annual progress report.

Upon adoption by Hillsboro City Council in 2000, 18 community partners agreed to lead one or more of 114 proposed Hillsboro 2020 actions. By 2005, these organizations and their supporting partners had fully implemented or initiated 92 of those actions. During the 2005 plan update, community members recommended the addition of two additional strategies and 33 new actions to help advance the Vision.

In 2010, the VIC conducted a second major update, resulting in the addition of two new strategies and 34 proposed actions. These periodic updates ensure the march toward Hillsboro's Vision incorporates contemporary community values, capitalizes on new opportunities and technologies, and affords new residents an opportunity to shape their hometown. The updates also bring new community organizations to the table in order to spread implementation responsibility and benefits across a larger audience.

As of January 2012, community partners have completed or are now underway with implementation of 159 of 180 (88%) Hillsboro 2020 actions.

Hillsboro 2020 has been recognized as a public engagement and community planning model at home and abroad. In 2000 the project received the Good Governance Award from the League of Oregon Cities, and in 2002, the International Association for Public Participation (IAP2) Core Values Co-Project of the Year Award. Over the years, dozens of visitors from Beaverton to Australia, and places in between, have come to learn how Hillsboro "makes visioning work."

Hillsboro 2020 Implementation Highlights

The following represent just a handful of the many success stories created by Hillsboro 2020 lead partners last year.

Strengthening and Sustaining Community

- One of Hillsboro 2020's newest partners, Hands-On Greater Portland, has helped increase the visibility of local volunteer opportunities by posting and promoting Hillsboro projects at www.handsonportland.org.
- The 7th Annual Latino Festival drew over 3,000 participants, and helped connect the Latino Community with the City, civic groups and each other. This year, the multicultural parade was bigger than ever, and the soccer tournament expanded to 24 teams. The festival also hosted nine entertainment acts at a Latino Artist Showcase Art Village, providing artists an opportunity to demonstrate, interact and sell their art to the public.



Enhancing Neighborhoods and Districts

- The City of Hillsboro is now installing “smart-crossings” at busy intersections throughout the community. In 2011, the City installed two pedestrian activated flashing beacons to improve safety at NE Jackson School Road and Estate Drive, and NW 231st Avenue near Alder. Additional smart crossings will be added over time.



- Connections between downtown and Jackson Bottom were improved with installation of a trail from the north viewing area immediately south of downtown, through the wetlands to the Education Center. With completion of Wapato marsh restoration, the trail was extended from Bobcat marsh to the north wetland ponds. Interpretive signage has been installed at the south viewing area and along upland trails.

The Vision

The Hillsboro 2020 *Vision Statement* describes the way our community hopes to evolve over the years to come. It presents a “snapshot” of our future hometown.

Vision Statement

In the year 2020, Hillsboro is our home town. Within a rapidly changing metropolitan region and global economy, we live in a dynamic community that sustains our quality of life. Here, neighbors, generations and cultures connect. We live and work in balance with nature. Hillsboro is a safe and affordable community, a place our children and their children will be proud to call home.

Vision Focus Areas

- Strengthening and Sustaining Community
- Enhancing Neighborhoods and Districts
- Preserving the Environment
- Creating Economic Opportunity
- Expanding Educational and Cultural Horizons
- Promoting Health and Safety



Art Village at Latino Festival

Creating Economic Opportunity

- The Hillsboro Economic Development Partnership (City and Chamber) increased technical business assistance offerings through an expanded Business Resource Center. Services target recruitment and development of new and emerging businesses. Consultation services are free, confidential and offered in both English and Spanish. More than 200 clients were served in 2011. Nearly all were new businesses.
- The City of Hillsboro has created two new water conservation programs to assist residents and businesses. The WaterSense program provides rebates up to \$150 per customer for replacing older toilets with more efficient models. The Energy Trust partnership provides free indoor energy and water surveys to customers who request the service, including testing toilets for leaks and replacement of showerheads and faucet aerators, if applicable.

Preserving the Environment

- The Washington County Recycle at Work program distributed recycling boxes, containers and educational signage to 212 Hillsboro businesses. The program also coordinated with the Hillsboro School District to increase recycling, resulting in garbage service savings of nearly \$20,000 per year.
- Two large wetland restoration projects were completed at Jackson Bottom. The 19-acre Bobcat Marsh project was funded by ODOT and Port of Portland. The Wapato Marsh project funded through grants and donations obtained by Ducks Unlimited restored 125 acres of former farmland covered with non-native Reed canary grass. Planting of emergent vegetation and native trees and shrubs will be completed in 2012 with grants from Metro.



- A Hillsboro New Energy Cities Community Partners workshop was convened last March to identify areas of opportunity to expand energy efficiency, conservation and renewable energy in Hillsboro. The City hosted over 50 leaders representing businesses, nonprofits, state and local governments in a discussion of topics including energy efficiency, smart grid, electric transportation, and renewable energy. The outcome was a Climate Action Plan Opportunities Framework that is intended to help guide community and state leaders in furthering the new energy economy.



Expanding Educational and Cultural Horizons

- Farmington View Elementary School was recognized as the top provider of elementary science education in the nation through the Intel Schools of Distinction Awards in late September 2011. The District is using the success at Farmington View, as well as an enhanced focus on increasing instructional options for all students, to scale up STEM (science, technology, engineering & math) opportunities at additional schools.
- Several Hillsboro schools are participating in the Right Brain Initiative, where artists and arts organizations work with classroom teachers to integrate arts programming into the rest of the curriculum. In addition, the Hillsboro Arts and Culture Council provided grants to: LESTA Learn English/Spanish through the Arts for a bilingual, musical theatre summer camp for elementary students; Miller Education Center for its “Art from the Heart” program; and the Hillsboro Community Youth Choir for a performance detailing the history of Hillsboro, in collaboration with the Hillsboro Historical Society.
- The Tuesday and Saturday Markets in downtown and Sunday Market at Orenco Station continue to support arts and crafts events. In 2011, the first annual Urban Folk Art Show, a national indie craft show featuring handmade art, artist demos, and live music, came to Washington County Fairgrounds.



Promoting Health and Safety

- Pacific University hired a clinical faculty to manage the physical therapy outpatient practice and expand Pacific’s Inter-professional Diabetes Clinic. Pacific is also in the planning stage for adding a new audiology clinic as part of the new School of Audiology.
- Hillsboro Police launched a problem-oriented policing program (COMSTAT) that assigns officers to specific districts. Officers work with lieutenants within their specific district to implement programs and policies that reduce the crime rate. Hillsboro Police is also exploring an anonymous tip program that would allow people to e-mail or text tips when noting criminal activity.



- City of Hillsboro Police and Fire continue to provide targeted training and information to diverse populations. In addition to translating safety information into multiple languages, the Departments are working with diverse communities, senior homes, businesses and schools. The Police Department is also developing a program to assist military veterans suffering from stress.

Hillsboro 2020 Activities – Year in Review

The Vision Implementation Committee has established committees to enhance public engagement and facilitate action progress. The following summarizes some of the activities each group undertook this past year:

Vision Implementation Steering Committee (VISC)

In 2011, the VISC reviewed the status of 16 actions based on requests from lead partners and/or based on reported implementation status. As a result, recommendations were made to delay the implementation timeline for two actions, update language on another action, and transfer one action to a new lead partner.

Latino Outreach Advisory Committee (LOAC)

The LOAC continued to promote Town Hall, Celebrate Hillsboro, Latino Festival and other community events to Hillsboro's Latino population. The group also hosted the 3rd Neighborhood Cleanup at Shute Park in partnership with SOLVE. Over twenty volunteers helped plant flowers, spread bark chips, remove litter and even gave the "burger people" a bath!

Education and Outreach Committee (EOC)

The EOC was responsible for selecting the 2012 Town Hall theme, recruiting display partners and structuring marketing and activities to not only draw people in, but send them away with new understanding about their community and a passion to get involved.

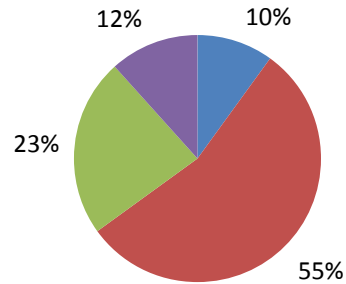


Sharing the Vision at 2012 Annual Town Hall

Annual Progress Report

Progress Update

Hillsboro 2020 lead partners continue to make progress with action implementation. As noted earlier, as of January 2012, Hillsboro 2020 lead partners have fully implemented or initiated **159 of 180 Vision actions** (88% of the Action Plan is in motion). Most of the remaining actions are not scheduled for implementation launch until 2013 or beyond.



■ Implemented One-Time ■ Implemented Ongoing
■ Underway ■ Not Started

Hillsboro 2020 Outstanding Service Awards

The Vision Implementation Committee wishes to express its gratitude to **Marilynn Helzerman** and the **Hillsboro School District** for *going above and beyond the call of duty* to bring the Hillsboro 2020 Vision to life.



Marilynn Helzerman
Outstanding Individual



Hillsboro School District
Outstanding Organization

Both outstanding service award recipients will be formally recognized, along with their specific accomplishments, by the VIC and Hillsboro City Council at the July 17, 2012 Council meeting.

2012 Annual Town Hall Meeting

The 2012 Hillsboro 2020 Town Hall – *Destination Hillsboro: Things to do and Places to Go in our Backyard* – was held on Tuesday, June 12 in conjunction with Tuesday Marketplace. The goal of Town Hall was to “take the Vision to the community” by setting up displays and information in a venue attended by a broad cross section of Hillsboro residents. This was the second consecutive year the VIC opted to hold the Town Hall outside, and it paid dividends. Despite overcast weather, several hundred individuals attended and visited a range of Hillsboro 2020 partner display booths. Event promotion, activities and public feedback are summarized below.



Following the Destination Hillsboro theme, project planners created a “passport” for people to record their visits to each of ten Hillsboro 2020 partner display booths. This year’s presenting partners were selected based on responses to the annual lead partner survey and how well their recent implementation highlights tied into the “things to do and places to go in Hillsboro” theme. At the Town Hall, the first 150 people who turned in stamped passports were awarded an insulated, reusable tote bag with the Hillsboro 2020 Town Hall logo design. Over a dozen Town Hall sponsors and supporters – all of whom are listed in the acknowledgements section – provided giveaway gift items and raffle prizes, and kids received a Hillsboro 2020 “activity book” designed by City employee Dacia Ermatinger.

All visitors also received a Destination Hillsboro/Hillsboro 2020 luggage tag and were invited to complete a one question survey – “What is your favorite thing to do or place to go in Hillsboro?” Responses are summarized on the next page.

In addition to the partner display booths, the Hillsboro Youth Advisory Council staffed a VERY popular, free Hillsboro 2020 cotton candy tent and provided translation support for Spanish-language participants. A local high school ensemble – the Blue Contra Band – regaled visitors with music while magician Hart Keene baffled them with a “strolling magic” performance. Hillsboro 2020 staff and VIC members were on hand to help answer questions about the Vision, and TVCTV was there to record it all for future programming.

Community Feedback

Upon turning in stamped partner passports, Town Hall visitors were invited to enter the prize raffle by answering one question, ***“what’s your favorite thing to do or place to go in Hillsboro?”*** In all, 313 responses were tallied. The table below shows the range of favorites – 70 distinct entries, with the frequency of each response in parenthesis where more than one person entered it. While the markets, libraries, downtown and other recreation destinations scored well, Hillsboro residents are also fond of some lesser-known destinations.

Tuesday Market (56)

Saturday Farmers' Market (52)

Libraries (23)

Downtown (16)

Air Show (14)

Hillsboro Parks in general (13)

SHARC (13)

Jackson Bottom Wetlands (10)

Venetian Theater (10)

Bike trails (8)

Civic Center and Fountain (7)

Restaurants (7)

Rood Bridge Park (5)

Cultural Arts Center (4)

Hang out with friends (4)

Pix in the Plaza (4)

Orenco Station (3)

53rd Ave Park (2)

Family time (2)

Celebrate Hillsboro (2)

Hillsboro Pharmacy (2)

Hondo Dog Park (2)

Music (2)

Orchard Park Disc Golf (2)

Seasons Bowling (2)

Shute Park (2)

Starbucks at Plaza (2)

What don't I like! (2)

Antique shops

Art Walk

Bingo at Senior Center

Big John's Place

Brewpubs

Community Events

Dawson Creek Park

Different styles of buildings

Dutch Brothers

Entire State of Oregon

Everywhere

Garage sales

Gardening

Gen-X Store

Go home and read a book

Griffin Park

Hare Field

Hillsboro Elks

Hillsboro Eye Clinic

Hillsboro Schools

Hillsboro Stadium

Joe's Pastime

John Deere Dealer

Let's Play Toy Store

Maharaja Indian Cuisine

Max

McKinney Park

Model Clay

Old Haunted Caves

Outdoors In

Pacific University

Primrose & Tumbleweeds

Quilt shops

Read and people watch

Royal Moore Toyota

Running

Sequoia Gallery and Studios

Streets of Tanasbourne

Washington County Fair

West Union Farmers Market

Wildlife

Wineries

Scenes from the 2012 Annual Town Hall



Proposed Action Plan Modifications

The Vision Implementation Committee recommends City Council approve five minor updates to the Vision Action Plan, as follows:

Airport Master Plan Involvement (Action 34.1)

Issue – During 10-year Review, lead partner responsibility was transferred to Chamber from City, but City was not relisted as support partner.

Recommendation – Add City as support partner.

Downtown Marketing and Recruitment Program (Action 30.7)

Issue – Action had been delayed pending approval of Urban Renewal for downtown. This is no longer a barrier.

Recommendation – Shift timeline to 2011-2015.

New Community Food-Tasting Event (Action 42.3)

Issue – Hillsboro Farmers Markets, Inc. recently received a grant to launch a pilot project at Tanasbourne Market that directly fulfills intent of action.

Recommendation – Switch lead partner from Chamber to Hillsboro Farmers Markets, Inc.

New Local Education/High-Tech Consortium (Action 36.3)

Issue – Recent creation of STEM Center fulfills intent of this action, but with different partners than originally envisioned.

Recommendation – Switch lead partner from Chamber to Hillsboro School District. Shift timeline to 2011-2015.


Pollution Codes Review (Action 25.1)

Issue – Stormwater addressed separately from other noted pollution issues within the City organizational structure. Also, stormwater management code review is now an ongoing operational practice for Clean Water Services and the City of Hillsboro.

Recommendation – Update action 25.1 as follows: *Review and periodically update City code to address sign, noise and other sources of aesthetic pollution.*

Keeping People Informed and Involved

In addition to producing an annual Town Hall meeting and progress report, the VIC keeps the community informed and engaged through Facebook, a website and e-communications.

- The project website, hillsboro2020.org, hosted nearly 18,000 unique visitors over the past twelve months.
- Another 100 + individuals follow us at facebook.com/hillsboro2020. 
- About 550 residents and other interested parties subscribe to Hillsboro 2020 e-updates (just sign up at the website).

Renewing the Vision 2012-2105

In late 2012, research and planning will get underway for the first full overhaul of the community Vision since it was originally adopted in 2000. While the Vision Action Plan has been twice updated, in 2005 and again in 2010, the Vision itself and the six central focus areas have not been altered.

Over the past twelve years, the vast majority of Vision actions have been implemented or are now well on their way to being completed. In that same time span, Hillsboro's population has grown and evolved as have the challenges and opportunities facing the next generation.

The goal of "renewing" the Vision is to ensure the City's long-range road map is consistent with contemporary aspirations and values. The upcoming three-year planning and public engagement is scheduled to unfold as follows:

2012-13

- Community data profile
- Priorities and value survey
- Community outreach plan

2013-14

- Comprehensive outreach (idea gathering)

2014-15

- Continued outreach (idea testing)
- Updated Vision and Action Plan
- Align Vision and City Comprehensive Plan

VIC Members

Doug Johnson, Chair	Lorraine Love-Williams
Michael Brown	Heather McCarey
Steve Callaway	Jodi Nielsen
Cece Clitheroe	Deanna Palm
John Coulter	Heather Robinson
Kimberly Culbertson	Peter Ruffier
Paul Danko	Jimi Smith
Pastor James Gleason	Ted Vacek
Beth Graser	Nancy Willmes
Karen Henkemeyer	Tom Wolf
Sia Lindstrom	

How Do I Get Involved?

For more information, visit

www.hillsboro2020.org

- Sign up for our email newsletter
- Like Hillsboro 2020 on Facebook
- Link to volunteer information
- Or contact:

City of Hillsboro
(503) 681-6219

Acknowledgements

The Hillsboro 2020 Vision Implementation Committee would like to thank the following individuals and organizations for their contributions this past year.

City Staff

Chris Hartye, Project Manager
Dacia Ermatinger

Lead Partners

Centro Cultural
City of Hillsboro
Clean Water Services
Community Action Organization
Hands-On Greater Portland
Hillsboro Arts & Culture Council
Hillsboro Boys & Girls Club
Hillsboro Chamber of Commerce
Hillsboro Community Arts
Hillsboro Community Foundation
Hillsboro Downtown Business Association
Hillsboro Economic Development Partnership
Hillsboro Farmers' Markets, Inc.

Town Hall Presenting Partners

Hillsboro Arts & Culture Council
Hillsboro Chamber of Commerce
Hillsboro Downtown Association
Hillsboro Farmers' Markets, Inc.
Hillsboro Landmarks Advisory Committee
Hillsboro Library

Town Hall Raffle Prize Donors and Sponsors

City of Hillsboro Sustainability
Earth Oven Pizza
Glenn & Viola Walters Cultural Arts Center
Let's Play Toy Store McKay Creek
Oregon International Air Show
Outdoors In
PF Changs

Education and Outreach Committee

Sia Lindstrom, Chair
Hal Ballard
Steve Callaway
John Coulter
Kimberly Culbertson

Latino Outreach Advisory Committee

Adriana Cañas, Chair
Olga Acuña
Ignolia Duyck
Jose Jaime
Alonso Leiva

Professional Assistance

J Robertson and Company
Mad Bird Design
Jose Jaime (translation)

Hillsboro Historical Society
Hillsboro School District
Historic Landmarks Advisory Committee
Jackson Bottom Wetlands
One Economy Corporation
Oregon International Airshow
Pacific University
SOLVE
Tualatin Valley Community Television
Tuality Healthcare
Washington County
Washington County Bicycle Transportation Coalition
Westside Transportation Alliance

Hillsboro Parks and Recreation
Jackson Bottom
Oregon International Air Show
SOLVE
Washington County Bicycle Transportation Coalition

Regal Cinemas Evergreen
Rice Northwest Museum of Rocks & Minerals
SHARC Shute Park Aquatic and Recreation Center
The Rock
Washington County Fair
Whole Foods Market

Jorjia Fields
Doug Johnson
Bonnie Kookan
Lorraine Love-Williams
Ted Vacek

Jaime Miranda
Octaviano Merencias-Cuevas
Carmen Titus
Myriam Vazquez