

Hillsboro 2020

Vision and Action Plan

Annual Progress Report, 2014

August 5, 2014

Letter from the Chair

Dear Mayor Willey and City Council Members:

On behalf of the Vision Implementation Committee (VIC), it is my pleasure to present the Hillsboro 2020 *Annual Progress Report*. Following 14 years of hard work and collaboration, I am pleased to report that our Hillsboro 2020 partners have now fully-implemented or launched 96% of our Vision Action Plan. Many of the seventeen actions confirmed implemented this past year are featured in the highlights section beginning on page three.

Over the next twelve months, the VIC will work closely with our partners to complete the final 14 Hillsboro 2020 actions while the Hillsboro 2035 Task Force continues to engage the public in the development of our next community vision. Over four thousand people have already shared their goals and priorities for the future through community conversations, surveys and many other formats and venues. "Theme Teams" will be assembled this fall to begin the work of crafting a new vision and action plan based on all the input we receive. We look forward to providing you another update at that time.

As always, we are grateful for the continued interest and support we receive from City Council, staff, partner organizations and our many volunteers. Working together, we've implemented 166 community priority programs and projects over fourteen years. We are excited to finish strong this next year and reach 100% implementation success.

Sincerely,



Doug Johnson
Chair, Hillsboro 2020 Vision
Implementation Committee



Barley at Hillsboro 2020 Town Hall!

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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.

2014

- 173 of 180 actions underway or complete.
- Imagine Hillsboro 2035! outreach launched



Imagine Hillsboro 2035! Banner

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 2014, community partners have completed or are now underway with implementation of 173 of 180 (96%) 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

Action 4.3: Neighborhood Projects Tool Kit (SOLVE)

SOLVE has developed a **Volunteer Leader Handbook** that citizens can use to design and carry out their own neighborhood clean-up projects. The Handbook outlines techniques for recruiting and working with volunteers, removing waste and other key steps in the project life cycle.



Action 8.2: Student Involvement in Government (Youth Advisory Council)

The Mayor's Youth Advisory Council (YAC), comprised of students from all four of Hillsboro's high schools, worked with the District's Safety Director to create a community-wide **anti-bullying/ kindness campaign** including a PSA, posters, four anti-bullying workshops and video.

Enhancing Neighborhoods and Districts

14.1: Transit System Expansion / Promotion (WTA)

The Westside Transportation Alliance has been promoting several **alternative transportation incentive programs** in Hillsboro, including the Carefree Commuter Challenge and BTA Bike Commute Challenge. WTA is also a key partner in the Open Bike Initiative, a pilot bike share program located at two Intel campuses that helps bridge the last-mile gap between employment centers and MAX stations.



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



*Hillsboro 2020 Action:
New downtown bike racks*

Creating Economic Opportunity

30.1: Economic Development Strategy (Hillsboro Chamber)

As part of its ongoing effort to retain and grow Hillsboro area enterprises, the Hillsboro Chamber of Commerce recently conducted its first “**Business Walk**,” reaching out to more than 160 local businesses with the help of 60 “ambassadors.” Businesses provided feedback on current conditions, what they like about doing business in Hillsboro, and what could be done to make business even better.

31.3: Business Targeting Research (City of Hillsboro)

The City of Hillsboro Economic Development Department assisted 80 companies this year, including ten successful expansion and recruitment efforts resulting in approximately **\$150 million in added investment and 900 retained or new jobs.**

35.1: Workforce Development (City of Hillsboro)

The City of Hillsboro provided support for **Future Connect**, a targeted workforce development program offering scholarships and services to 50 first-generation high school students enrolled at PCC Rock Creek.

Preserving the Environment

26.1: Waste Reduction Promotion (Washington County Solid Waste and Recycling Program)

Twenty-five Hillsboro businesses, including most recently Intel and Salesforce, have been named **Recycle at Work** Award Winners by the Washington County Solid Waste and Recycling Program.

26.2: Solid Waste and Recycling Education for Youth / 28.4: Sustainable Schools (Hillsboro School District)

A new **electronic waste recycling** education project is under way in Hillsboro high schools, thanks in large part to a grant from Intel and the initiative of two Intel employees. The program involves Intel volunteers coordinating with students and advisors to implement recycling programs for mobile phones and other personal electronic devices. Students learn about electronics recycling process and the school is compensated for responsible disposal practices. The Hillsboro School District was also named the Association of Oregon Recyclers' “**Recycler of the Year**” for 2013.



Protecting water resources: CWS Tree for All

Hillsboro 2020



POST-EVENT REPORT |

The Hillsboro Chamber conducted its first Business Walk on May 8, 2014 with the help of 60 volunteers including elected officials, city leadership, Chamber members, Ambassadors and staff. Just over 160 Hillsboro businesses across different industries and areas were visited at their place of business by a 2-3 person team who asked 3 questions which were focused on the local economic climate and areas of opportunity.

Question 1 How is business?

Over half of the companies surveyed described their business as good/great and improving with optimism of continued growth. About one third of the companies reported a steady/fair business climate, attributing some challenges such as competition, cyclical or seasonal trends. Only six companies were experiencing slow/poor conditions claiming construction hindrances or being new to the community as possible factors.



First “Future Connect” Student Group

28.1: Hillsboro Public-Private Sustainability Task Force (City of Hillsboro Sustainability)

The Hillsboro **Sustainability Task Force** launched in 2013 and is now developing an action plan to increase sustainability community-wide. Key topics include *energy*, *resource conservation*, and *resource recovery and renewal*. Members include representatives from small and large businesses, Hillsboro schools, public agencies and other large institutions.

Expanding Educational and Cultural Horizons

36.5: Parent Involvement in Schools (Hillsboro School District)

This year, the Hillsboro School District made it easier than ever for parents with iOS and Android phones or tablets to connect with their children's school. A new **mobile application** is now available to download for free at the Apple App store and Google Play. The app includes news from the district, sports scores, a school calendar and a tip line, among other features.



37.2: Libraries as Resource Centers Promotion (Hillsboro Library)

Hillsboro **libraries continue to grow**. This past year, the number of people taking advantage of programs for adults (book talks, films, discussions, demonstrations, classes) topped 2,765 participants – an increase of 17%. Programs for children (story times, baby and toddler, family programs) surpassed 32,403 participants – an increase of 21%.

Promoting Health and Safety

48.1: Multilingual Emergency Training Enhancement/ 49.3 Juvenile Fire Setting (Hillsboro Fire Department)

The Hillsboro Fire Department **expanded juvenile fire-setter intervention training and home fire safety education** to include non English-speaking community members. New resources include a Spanish language outreach contractor and a pictorial brochure produced by the Office of the State Fire Marshall. Some 10,000 copies of the brochure have been distributed to residents and businesses community-wide.



50.4: Visitability Education (Washington County Division of Aging and Veteran Services)

The Washington County Division of Aging and Veteran Services (DAVS) has continued to increase awareness of the need for **age-in-place housing** through its Lifelong Housing Certification project. The project team has developed a comprehensive checklist of key age-in-place housing features to help consumers and industry professionals create and locate accessible housing.

Hillsboro 2035 Progress

While the Vision Implementation Committee works to complete the Hillsboro 2020 plan, the Hillsboro 2035 Task Force has been busy building the groundwork for our next community vision.

Outreach Activities

The Hillsboro 2035 Task Force has connected with people and gathered community input in many different ways, including:

- Conducting Surveys
- Hosting Community Conversations
- Placing Idea Boxes in Public Places
- Using Social Media
- Interviewing Citizens at Public Events

The response has been tremendous. The Task Force has directly reached over 4,200 people and collected more than 4,300 ideas and suggestions.



Hillsboro 2035 at 2014 Hillsboro Latino Festival



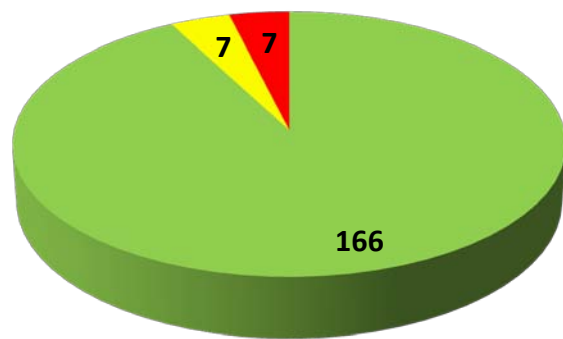
Hillsboro 2035 at 2014 Hillsboro Town Hall

Annual Progress Report

Progress Update

Hillsboro 2020 lead partners continue to make progress with action implementation. As noted earlier, as of January 2014, Hillsboro 2020 lead partners have fully implemented or initiated **173 of 180 Vision actions** (96% of the Action Plan is in motion). Seventeen actions moved from “not started” or “underway” to “implemented” in 2013. Overall status is depicted below.

Action Status as of Jan. 1, 2014



■ Implemented ■ Underway ■ Not Started

Hillsboro 2020 Outstanding Service Awards

The Vision Implementation Committee wishes to express its gratitude to **Luis Nava** and **Clean Water Services** for *going above and beyond the call of duty* to bring the Hillsboro 2020 Vision to life.



Luis Nava
Outstanding Individual



Clean Water Services
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 August 5, 2014 Council meeting.

2014 Annual Town Hall Meeting

Thousands of people seeking good music, tasty food and a sense of community filled Main Street and the Tom Hughes Civic Center Plaza during the June 10 Annual Vision Town Hall and Celebration on opening night of Tuesday Marketplace.

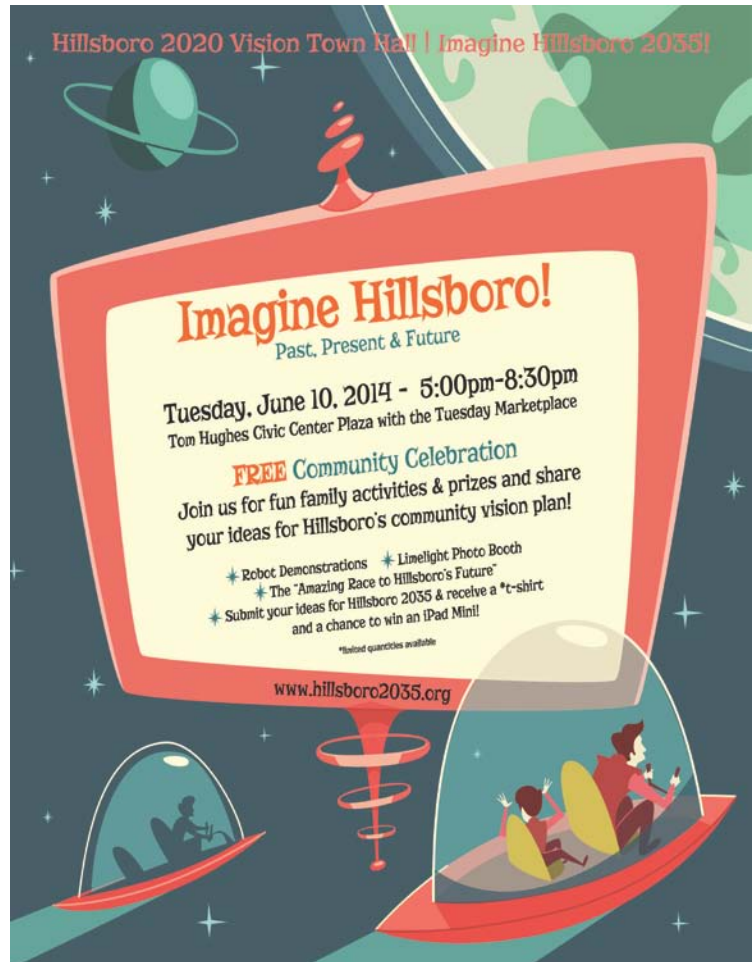
To showcase Hillsboro 2020 partners and action highlights, and encourage participation in Hillsboro 2035 planning, the Vision Implementation Committee created an “Amazing Race to Hillsboro’s Future” activity. After visiting visioning theme stations and submitting “idea cards” at the end of the circuit, Town Hall attendees earned their own Hillsboro 2035 T-shirt and were entered into a prize drawing. Over 230 individuals completed the task.

Other activities to promote Town Hall attendance included development and distribution of thematic posters (see image at right), a promotional video and new attractions including Limelight Open-Air Photo Booth and robot demonstrations by the Glencoe High School Robotics Team, Shockwave.

2014 Town Hall Community Feedback

The following is a small sampling of some of the more than 500 ideas Town Hall attendees submitted to the Hillsboro 2035 Idea Box:

- *Hillsboro: Robust, economically diverse, small businesses thrive, culturally diverse, wide variety of opportunity, blend of best small/medium-sized town with agricultural surroundings*
- *Decrease high density housing development; require road and traffic improvements with new construction*
- *Improve downtown, fun, art*
- *Make it safe to bike*
- *More summer activities for children*
- *I think that by 2035 we would have flying cars and we would be able to bring people back to life*
- *More trails, bikes, people using public transportation and reducing gas emissions*
- *Another swimming facility besides SHARC*
- *Better paving on the streets and sidewalks*
- *Cleanest town in Oregon*
- *This is the best city ever*
- *That there is a wonderful retirement community here*
- *More indoor parks for weather*
- *That it is a city that promotes culture and arts, great place to live*
- *More police security, more security in schools*
- *More help for small business, information and capacitating on how to start a business*
- *This town is really tops on technology and we have the best water supply!*



Scenes from the 2014 Annual Town Hall



Proposed Action Plan Modifications

The VIC reviews Action Plan progress annually and when necessary recommends modifications to City Council. This year, the VIC recommends Council approve a fully-implemented designation for seventeen actions the VIC confirmed complete with our partners earlier this year. This combination of one-time projects and ongoing programs includes:

- 4.3: Neighborhood Projects Toolkit (SOLVE)
- 5.1: Common Zip Code (City)
- 10.1: Parks Facilities Inventory (City)
- 10.3: Off-leash Dog Area (City)
- 13.1: Identify/Map Pathways (City)
- 13.4: Sidewalk Completion / Repair (City)
- 14.1: Transit System Expansion and Promotion (WTA)
- 14.3: Local Transit System (City)
- 19.2: New Parks Property Identification (City)
- 19.3: Parks Land Incentive (City)
- 23.1: Stream Restoration Assessment (Clean Water Services)
- 23.2: Restoration Programs Coordination (Clean Water Services)
- 24.1: Planting Native Species (Clean Water Services)
- 24.3: Pest and Weed Control Promotion (Clean Water Services)
- 28.1: Hillsboro Public-Private Sustainability TF (City)
- 32.1: Development Codes Revision (City)
- 33.1: Regional Water Supply Leadership (City)
- 33.3: Water Conservation Program Development (City)
- 42.3: New Community Food-Tasting Event (HFM, Inc.)
- 45.2: Senior Housing Options (Washington County DAVS)
- 50.2: ADA Ramps (City of Hillsboro)

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 over 32,000 unique visitors this past year.
- 320 individuals follow us at facebook.com/hillsboro2020.
- About 860 residents and other interested parties subscribe to Hillsboro 2020 e-updates.



Renewing the Vision 2012-2015

While the Hillsboro 2020 Vision Action Plan has been updated twice, in 2005 and again in 2010, the Vision Statement and six central focus areas have not been altered.

Over the past fourteen years, all Hillsboro 2020 actions have or will soon be 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 first two years of a three-year planning and public engagement program designed to guide development of the new Vision and Action Plan are now complete. Accomplishments and upcoming activities are outlined below:

2012-13

- Community leader interviews (☑ complete)
- Priorities and values survey (☑ complete)
- Community data profile (☑ complete)

2013-14

- Comprehensive outreach (☑ complete)

2014-15

- Theme Teams (action planning)
- Community Review (proposal testing)
- Updated Vision and Action Plan
- Align Vision and City Comprehensive Plan

Hillsboro 2020 VIC

Doug Johnson, Chair	Beth Graser
Quintin Bauer	Karen Henkemeyer
Michael Brown	Sia Lindstrom
Jenny Cadigan	Deanna Palm
Steve Callaway	Heather Robinson
Cece Clitheroe	Bruce Roll
John Coulter	Adam Saffel
Paul Danko	Ted Vacek
Jorjia Fields	Bryan Welsh
James Gleason	Tom Wolf

Hillsboro 2035 Task Force

Ted Vacek, Chair	Doug Johnson
Hal Ballard	Karen Henkemeyer
Quintin Bauer	Jaime Miranda
Michael Brown	Luis Nava
Steve Callaway	Deanna Palm
Nick Eaton	Adam Saffel
Jorjia Fields	Bryan Welsh
James Gleason	Tom Wolf
Jon-Michael Kowertz	



How Do I Get Involved?

For more information, visit
www.hillsboro2035.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 Bakkum

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 Economic Development Partnership
 Hillsboro Farmers' Markets, Inc.
 Hillsboro Historical Society
 Hillsboro School District

Town Hall Presenting Partners

Centro Cultural
 City of Hillsboro
 Building
 City Manager's Office – Communications
 Economic Development
 Fire
 Library
 Parks & Recreation
 Planning
 Police
 Public Works
 Sustainability
 Water
 Clean Water Services
 Community Action
 Hands-On Greater Portland

Town Hall Activity and Prize Sponsors

Glencoe High Robotics Team – Shockwave
 Hillsboro 2035
 New Seasons Market – Orenco Station
 Orenco Station Grill
 Outdoors In

Town Hall Volunteers

Logan Altieri
 Hal Ballard
 Irina Bronleewe
 Steve Callaway
 Minerva Camacho
 Paulina Castro
 Lorena Colcer
 Alicia De Jesus Hernandez
 Jocelyn Done
 Jorjia Fields

Professional Assistance

J Robertson and Company
 J and L Translation
 Mad Bird Design

Jackson Bottom Wetlands
 Hillsboro Landmarks Advisory
 Committee
 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 Arts & Culture Council
 Hillsboro Boys & Girls Club
 Hillsboro Chamber of Commerce
 Hillsboro Community Foundation
 Hillsboro Historical Society
 Hillsboro Landmarks Advisory Committee
 Hillsboro School District
 Jackson Bottom Wetlands
 Oregon International Air Show
 Pacific University
 SOLVE
 Tuality Healthcare
 Washington County Museum
 Washington County Solid Waste & Recycling
 Westside Transportation Alliance

Out of This World Pizza & Play
 Reedville Café
 Shute Park Aquatic & Recreation Center
 Washington County Fair
 Washington County Museum

James Gleason
 Luis Nava
 Karissa Pavlik
 Adam Saffel
 Hans and Meghan Scheels
 Daniel Smith
 Rudy Tinoco
 Ted Vacek
 Fernanda Wilent
 Kristi Wilson