



Study Session

SS

Milwaukie City Council



CITY OF MILWAUKIE
COUNCIL STUDY SESSION

City Hall Conference Room
10722 SE Main Street
www.milwaukieoregon.gov

AGENDA

AUGUST 8, 2017

1. 5:15 p.m. Sunday Parkways 2018

Staff: Mitch Nieman, Assistant to the City Manager, and
Jason Wachs, Community Programs Coordinator

2. 6:15 p.m. Rebranding Report and Discussion

Staff: Mitch Nieman, Assistant to the City Manager, and
Jordan Imlah, Public Affairs Specialist

6:15 p.m. NOTE: the live online and local broadcast of this Council meeting will end at 6:15 p.m. to allow the Planning Commission meeting broadcast to begin at 6:30 p.m.

3. 7:15 p.m. Media Relations

Staff: Mitch Nieman, Assistant to the City Manager,
Jordan Imlah, Public Affairs Specialist, and
Greg Elkins, Police Department Public Information Officer

4. 7:45 p.m. Adjourn

Americans with Disabilities Act (ADA) Notice

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Executive Sessions

The City Council may meet in Executive Session pursuant to ORS 192.660(2); all discussions are confidential and may not be disclosed; news media representatives may attend but may not disclose any information discussed. Executive Sessions may not be held for the purpose of taking final actions or making final decisions and are closed to the public.

Meeting Information

Times listed for each Agenda Item are approximate; actual times for each item may vary. Council may not take formal action in Study or Work Sessions. Please silence mobile devices during the meeting.

 CITY OF MILWAUKIE
COUNCIL STUDY SESSION

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MINUTES

AUGUST 8, 2017

Mayor Mark Gamba called the Council meeting to order at 5:15 p.m.

Present: Council President Lisa Batey; Councilors Angel Falconer, Wilda Parks, Shane Abma

Staff: City Manager Ann Ober	Community Programs Coordinator Jason Wachs
City Recorder Scott Stauffer	Public Affairs Coordinator Jordan Imlah
Assistant to the City Manager Mitch Nieman	Police Public Information Officer Greg Elkins

Sunday Parkways 2018

Mr. Nieman and **Mr. Wachs** discussed the City's planning process for the 2018 Sunday Parkways event and asked for Council feedback. **Mr. Nieman** suggested that the City could identify its own goals for the event.

The group talked about the kind of Sunday Parkways event the City should produce. They discussed possible routes and different event elements. The group noted that the 2018 event would be the first Sunday Parkways that the City would produce on their own and the discussed the various construction projects that may affect the route.

It was the group consensus that the 2018 event would be held on the fourth Sunday in September.

Mr. Nieman and **Mr. Wachs** discussed the number of volunteers needed for the event. **Mr. Nieman** noted the likelihood of drawing from outside sources to help coordinate volunteers. The group discussed the process of recruiting volunteers.

Mr. Nieman discussed the cost of the previous years' events and noted how much the City would need for its own event in 2018. He noted how long it would take to plan the event. He discussed the importance of treating volunteers well and explained the City of Portland's volunteer celebration event. The group discussed volunteer appreciation.

Mr. Wachs and **Mr. Nieman** asked if Council had an opinion of what to name the event. They noted that it did not have to be called "Sunday Parkways." **Mr. Nieman** pointed out name suggestions and suggested staff could brainstorm more options.

Mr. Stauffer noted that this meeting would continue to be broadcast live, since the Planning Commission meeting had been canceled.

Mayor Gamba recessed the Study Session at 6:15 p.m. and reconvened the Study Session at 6:22 p.m.

Rebranding Report and Discussion

Mr. Imlah presented his graduate thesis on branding and identity for the City. He reviewed the research he had completed and provided an identity story for the City, along with a mission, tagline, and key values. He noted the history of the City's logo, discussed the new branding guide, and provided templates for letters and business cards. Members of Council agreed it was important to have a style guide.

Mr. Imlah presented sample ideas for new a new logo design and explained the imagery and color palette. **Mayor Gamba** desired a larger and more involved process for designing a City logo. The group discussed the logo and motto change process. The group noted the importance of message consistency.

The group discussed the lifespan of logos and noted the process that similar cities and organizations went through. **Mr. Stauffer** discussed the City's seal. The group noted the importance of the river in historical, current, and future contexts.

The group discussed next steps in the rebranding process. **Ms. Ober** noted the importance of engaging the community around the adoption of a new logo and thanked Mr. Imlah for his work.

Mr. Imlah noted that dogwood imagery could be included on the City seal that is used on official documents. **Ms. Ober** asked Council to send their thoughts to staff and they would move forward with the process.

Mayor Gamba recessed the Study Session at 7:15 p.m. and reconvened the Study Session at 7:19 p.m.

Media Relations

Officer Elkins and **Mr. Nieman** distributed the City's administrative media policy and the Milwaukie Police Department (MPD) media policy. **Mr. Nieman** noted this conversation was to discuss the City's and MPD's relation with the media. He noted that he, Mr. Imlah, Officer Elkins, and Ms. Ober were all trained in press relationships and could help Council if they had any questions.

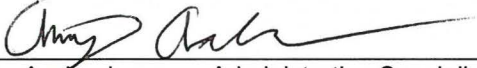
Mr. Imlah and members of Council discussed the amount and types of news releases that are picked up by the media. **Mr. Nieman** noted different ways to track news stories related to the City.

Officer Elkins explained his role in the MPD and discussed the use of FlashAlert for press releases. He noted MPD's use of different social media platforms. **Officer Elkins** discussed why certain types of information that are not shared publicly.

Ms. Ober noted Mr. Imlah was a great resource to help assist with media relations. The group discussed recent examples of news reports being shared with the community.

Mayor Gamba adjourned the Study Session at 7:45 p.m.

Respectfully submitted,



Amy Aschenbrenner, Administrative Specialist II



Memorandum

To: City Council

From: Jason Wachs, Community Programs Coordinator

CC: Mitch Nieman, Assistant to City Manager

Date: August 2, 2017

Re: Open Streets Event (Sunday Parkways) for 2018

Background: Milwaukie's partnership with the City of Portland to plan and implement the annual Sunday Parkways event will end at the conclusion of the 2017 event on Sunday, September 24. At that point, the city will need to determine how to move forward with the event in 2018 and beyond without assistance from Portland. Our discussion at the Tuesday, August 8 Study Session is the first step in determining what we would like to do moving forward. There is a great Open Streets Guide on the web that you can refer to as well to learn about how other cities of various sizes have implemented these types of events. The link is at www.bikewalkalliance.org/storage/documents/reports/OpenStreetsGuide.pdf.

Discussion Topics: Portland's Sunday Parkways events are considered the top echelon of Open Streets events in the United States that we can learn from, but may not want to try to emulate. We will need to look at cities similar to Milwaukie's size and characteristics to help us scale our event in an appropriate manner. Here are some discussion points for August 8:

- **Core objectives** – What are we trying to achieve with this event? Here are some typical objectives that most of these types of events tend to value, but prioritize differently. This prioritization is vital to planning the route, organizing supporting activities, and marketing and branding.
 1. Public Health - Engage participants in physical activity.
 2. Environmental – Encourage and promote alternative transportation options and showcase parks and other open spaces.
 3. Economic – Showcase local businesses along the route and provide vendor space for local vendors, artists, non-profits, etc.
 4. Community and Social – Take vehicles off of the streets so that people can make social connections and view the city from a different lens.
- **Schedule**
 - Staff does not recommend holding more than one of these events in the first year. This will allow us to develop an event that can be staffed appropriately and within budget.
 - The event should continue to be held on a Sunday since that day typically has the least amount of traffic.

- The exact date is flexible, but should occur during the driest part of the year, which is typically July, August, or September.
- **Design the Route**
 - This will be driven by the core objectives included above.
 - The current route, without Sellwood included next year, has logistical issues with crossing 99E and 224. While very challenging, we have been able to mitigate those issues with Portland's assistance in the past.
 - Depending upon the core objectives of the event, the city could consider moving the route to the east side of town in more residential neighborhoods. This could increase the "social connections" made during the event and could simplify some of the logistics if low traffic streets are primarily used.
- **Plan Supporting Activities**
 - This will also be driven by the core objectives included above.
 - The current model includes two primary activity areas (downtown and Water Tower Park). This model helps to showcase downtown including the Farmers Market and Water Tower Park, which achieves an "economic objective," but much of the route is not adjacent to residences so therefore may lack in "community and social connections." Other models could include:
 - Activity areas in parks along the route only.
 - No designated activity areas, but rather have the entire route be in residential neighborhoods and encourage people to use their front yards for fun activities.
- **Marketing and Branding**
 - We may want to rebrand the event to make it our own. Sunday Parkways is used in Portland, but these types of "Open Streets" events can go by any name we want to choose. Some examples include Summer Streets, Car-Free Sundays, Silent Sundays, and Scenic Sundays. Once we determine the event's primary purpose we can craft a name that reflects the purpose.
- **Anticipated Budget**
 - The budget will be primarily determined by the goals, the route, how many volunteers we intend to utilize and how many we can realistically recruit, and what activities we have along the route.
 - We can realistically expect, without knowing the route, that the event, without including internal staffing expenses and marketing expenses, will cost between \$20K and \$25K. This includes consultant services (route planning, logistics, volunteer management, and possibly other tasks), traffic control devices, professional traffic control personnel as needed, etc. This amount is similar to what we have been providing to Portland to help us with the past two events.
- **Celebrate the Effort**
 - These types of events are time-consuming and involve many organizations and individuals. They will need to be thanked and celebrated in order to build excitement for future events. Especially important is developing key volunteers. These types of events tend to grow over time and celebrating the effort is key to that development.
- **Create an Evaluation Plan**
 - At the end of 2018 we will evaluate and share the successes and failures to guide future events. Once again, the core objectives will be revisited to guide the evaluation.

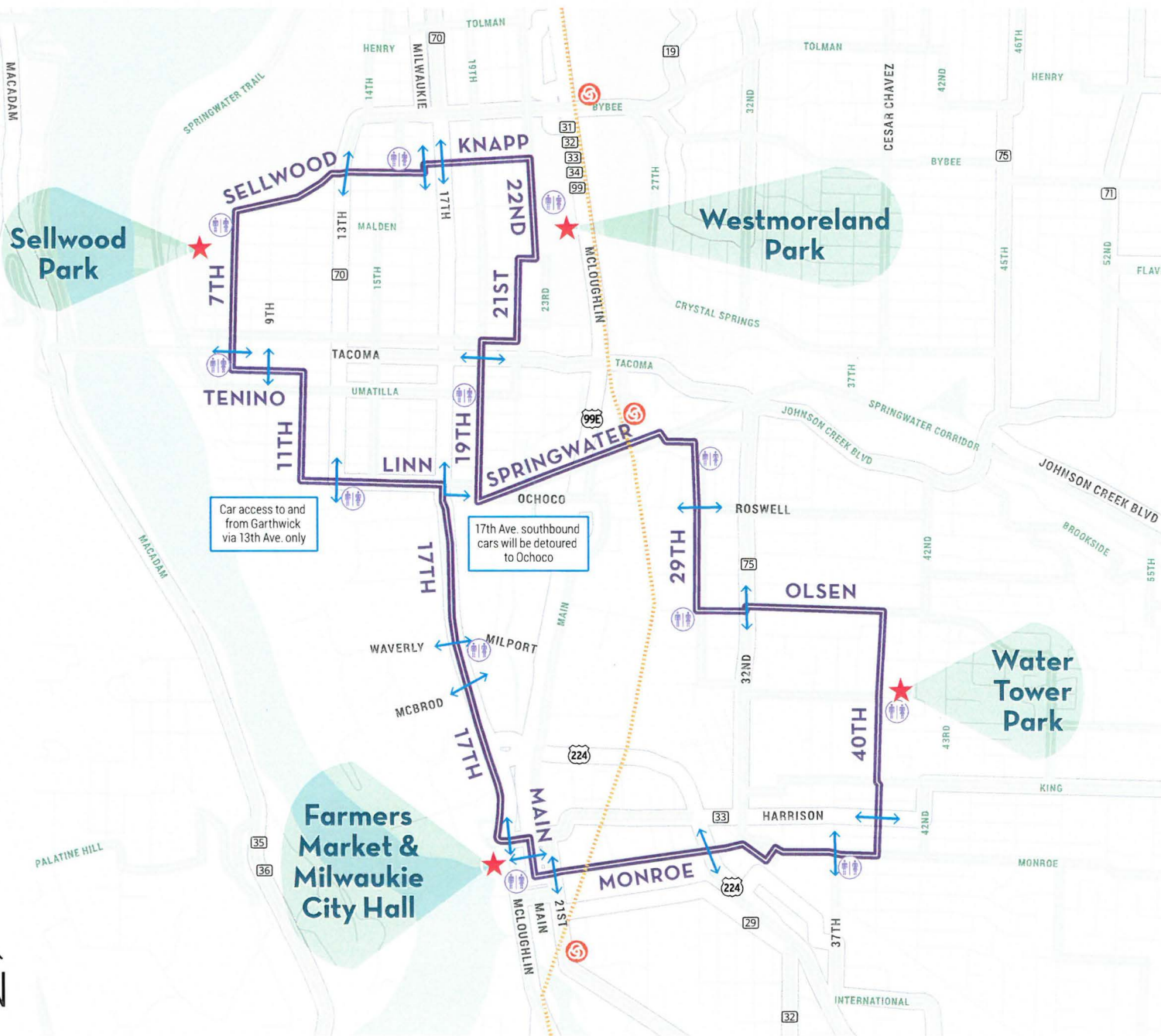
Next Steps:

- Most important for this study session is to develop a good idea as to what our core objectives are, which will guide the planning of next year's event including the route, activities, marketing and branding, the budget, and so forth.
- Staff will take what is developed from this conversation and come back to council with some recommendations at a meeting to be determined.



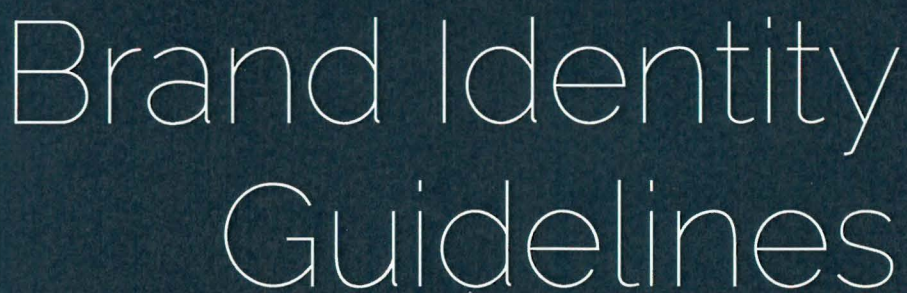
	Sunday Parkways Route		Transit Route
	Designated Route Crossing		Park
	Bike Route		Activity Area
	MAX Route + Stop		Restrooms

@ 1 MILE
Approximately 20 minutes on foot or 6 minutes by bike



2019

8-8-17





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Who We Are

Milwaukie's Story

When Lot Whitcomb traveled down the Willamette River and first beheld Milwaukie Bay, he was inspired to construct a city. So smitten was Lot Whitcomb by the majesty of the land and the flowing waters that he decided to name his town after one of the most beautiful cities he'd ever seen, Milwaukee, Wisconsin, and declared it would be one of the greatest in Oregon—the West Coast's own New York City. Since then, Milwaukie has been the underdog...but that's the way we like it.

We dream big even when we're doubted. We stay true to ourselves and the spirit that drives us. Others may underestimate us, but that only makes us stay more focus and determined. We have a legacy to fulfill. We believe Milwaukie is destined for greatness, and we aren't afraid of some hard work to achieve it.

We are artists, optimists, do-it-yourselfers, eccentrics, and we welcome all to join us as we forge our own path to success.

Mission

Milwaukie's mission is an emotional translation of its identity— condensing all of its important points into a phrase with personality. This is not a tagline or a headline, but a starting point to inspire the look, feel and tone of our work.

**Create a lively
community inspired
to flourish**

Tagline

Taken from the unique spelling of our name, Milwaukie's tagline speaks to the heart of the city's inherent originality and distinctive personality. Additionally, this mantra serves as a rallying call to all community members to come together for shared greatness.

Be I.E.

Key Strengths

These are the four strengths that differentiate Milwaukie from other cities. If each communication message the city develops leverages one or more of these strengths, Milwaukie's creative platform will come to life with depth, breadth and longevity.

Authenticity - We are true to ourselves and the spirit of the community, even if that is unconventional at times. We are open, honest and transparent with each other, so we can solve problems and build lasting relationships.

Optimism - We have a positive outlook that has made us resilient and persistent during tough times. We believe in ourselves, even when others don't, and we determined to achieve success.

Nostalgia - We remember our history and how it's shaped who we are today. We honor the legacy of our founders as we forge ahead, and strive to realize the vision they held for our city.

Ingenuity - We prize creativity in both our work and finding innovative solutions. We embrace our originality to fuel our motivation and craft new ideas to better the community.

Community Engagement Principles

Based on the values and principles of IAP2 and the Arthur W. Page Society, two respected organizations in the field of public engagement, the city adheres to a set of principles when engaging with the community to more effectively develop long-term relationships, provide stakeholders with the information they need and maintain integrity.

Engagement Principles

These five principles help Milwaukie engage effectively and honestly with the public. Keep these in mind when crafting outreach materials, developing communication plans and when speaking with community members.

Be authentic and transparent – Let the community know what's happening with honest and good intention. Provide stakeholders with the information they need to participate in a meaningful way.

Encourage participation during decision-making – Those who are affected by a decision have a right to be involved in the decision-making process.

Manage for tomorrow – Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.

Realize the city's true character is expressed by its people – The strongest opinions about the city are shaped by the words and deeds of its staff and community members. Advocate and encourage everyone's capability and desire to be an honest, knowledgeable ambassador.

Remain calm, patient and good-humored – Lay the groundwork for public relations successes with consistent and reasoned attention to information and stakeholders. When a crisis arises, cool heads communicate best.

Logo History

Logo Timeline

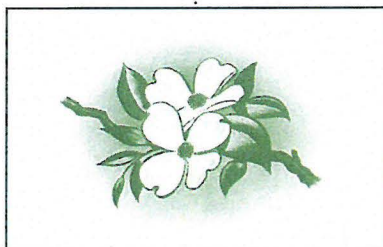
1903



← Town seal unanimously agreed upon, just one month after Milwaukie is officially incorporated

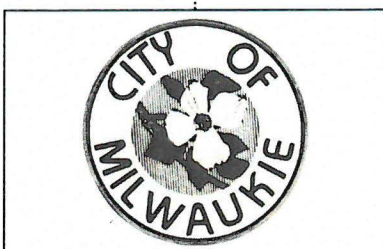
1962

City Council adopts resolution to officially make the Dogwood blossom the city flower.



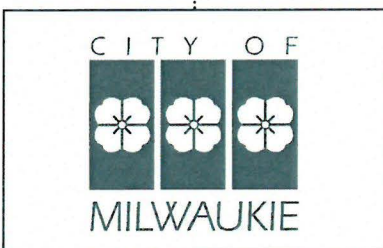
1980's

← Revision to reflect more modern times. City begins placing logos on official vehicles.



1995

Another revision become more modern. The horizontal rows reflect the city's street grid and the color teal is introduced.



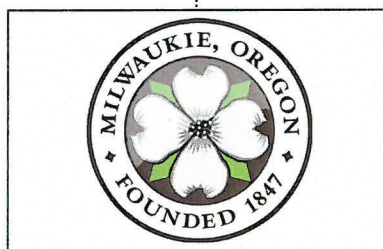
2003

← City honors its centennial with logo representing its history and founders.



2008

City undergoes a brand overhaul and adopts new color palette, but keeps Dogwood element.



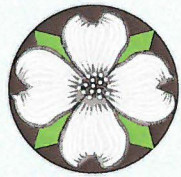
City Logo

Milwaukie's logo

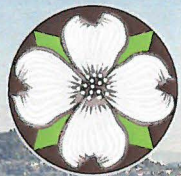
The city's logo acts as a signature, identifier and stamp of quality. It represents both the city as an organization and the Milwaukie community. As the primary visual identifier for the city, the logo should be used in all promotional, marketing, recruitment and outreach materials. This includes print, apparel and online communications. It is, and should always be, the most consistent component of city communications. In order to maintain this consistency, a few guidelines should be followed.



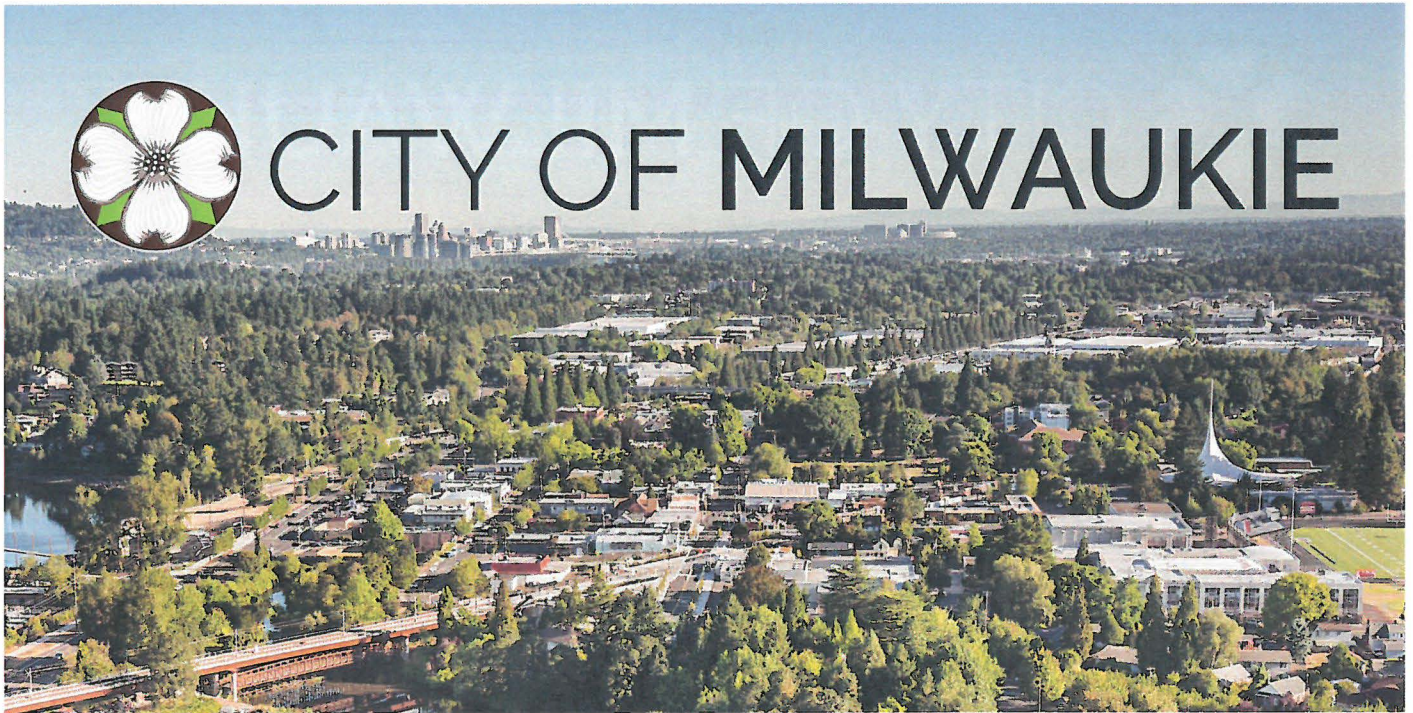
CITY OF MILWAUKIE



CITY OF MILWAUKIE



CITY OF MILWAUKIE



PRIMARY USE

The primary color option for the logo is Pantone 303. It is intended to be used on lighter backgrounds and images in order to maintain legibility.



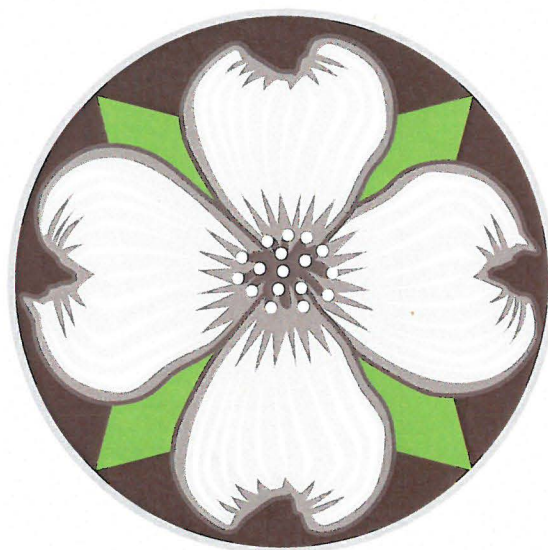
CITY OF MILWAUKIE



CITY OF MILWAUKIE

PRIMARY USE

Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.



SECONDARY USE

The primary usage option is preferred. However, in more casual usage, such as merchandise and certain marketing materials, the Dogwood flower portion of the logo may be used.

SIZE

To maintain full legibility, never reproduce the logo at widths smaller than 2 inches (for print) or 300 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter "M" as a measuring tool to help maintain clearance.



IMPROPER USE

To maintain the integrity of the logo, do not alter or modify it from its original form. Here are a few examples of practices to avoid.



Don't skew or bend



Don't stretch,
condense or change
the dimensions



Don't rearrange the
placement of the
graphic element



Don't use colors other
than those identified in
this document

Color Palette

Color Palette

The City of Milwaukie uses three key colors associated with its brand identity—the primary Milwaukie Blue (Pantone 303), along with the secondary light gray (Pantone 427) and light cream. These three colors should feature predominately in all outreach and marketing materials, as well as in the city's official website and color schemes for its social media channels.

Other colors may be used in city publications, however, they must be reviewed by the City Manager's office prior to printing or circulation.

PRIMARY COLOR



SECONDARY COLORS



Vintage Cream

PANTONE 7499
tint 40%

Typography

Milwaukie's typographic palette

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what's communicated. Milwaukie's typography communicates clearly and cleanly, and is flexible for a wide range of situations.

Raleway

Raleway is a sans-serif typeface from American designer Matt McInerney. Fashioned after the Grotesque style of sans-serif fonts from the 19th century, Raleway features relatively straight lines and subtle variations in line width. A font similar to Raleway was used by the City of Milwaukee in the 1950's and used now as a nod to their legacy.

Despite its simplicity, Raleway has plenty of attitude hidden within its minimalist sensibilities, such as the slight overbite in the lowercase e, lack of a tail in the uppercase U to help it stand, and numbers that bounce above and below the baseline without losing their dignity.

Raleway plays well with other fonts in its class, pairs nicely with many serif fonts, and has the style to carry projects fashionably forward.

Raleway should primarily feature as the typeface for titles, headings and other significant headlines in marketing and printed materials.

Raleway Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia

Georgia is a serif typeface created in 1993 that was designed to appear elegant, but legible, in both print and digital mediums. The font is inspired by the font designs found in Great Britain during the 19th century, and named after an article appearing in a tabloid with the headline "Alien heads found in Georgia."

Georgia's accompanying italic is a graceful, flowing font. Unlike many contemporary fonts, it is a true italic, containing such characters as the single-storied lowercase a and g. The bold weight of the typeface has been similarly carefully designed, to ensure that it is always heavier than the regular weight—an important consideration at small sizes on the screen, where it is often necessary to distinguish between the two.

Georgia is a typeface resonant with typographic personality. Even at small sizes the face exudes a sense of friendliness and a feeling of intimacy. Like the typeface, Milwaukee is place with personality and Georgia is perfect font to use in our written interactions to express those traits.

The Georgia typeface should be used as body text in all official city correspondence, forms, applications and other similar printed materials.

Georgia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Georgia Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Caslon

This is such a versatile font that it can be found in a wide variety of places. Benjamin Franklin used it extensively and in fact it was the font used to set both the Declaration of Independence and the U.S. Constitution. George Bernard Shaw required that all his plays be set in Caslon.

The Caslon typeface is featured in the city newsletter, official city letters, City Council documents, and other prominent, outward-facing materials where text is the primary focus of the deliverable.

Caslon Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Caslon Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Caslon Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

Editorial Style Guide

When crafting a message, it is important to keep in mind that many of the city's audiences overlap.

A commitment to citywide consistency builds the credibility of its publications and greatly enhances its audiences' understanding of Milwaukie.

Please refer to the most recent edition of the Associated Press (AP) Stylebook (available in the City Manager's Office) for grammar, punctuation and style issues not addressed in this guide.

Apostrophes

- Use an apostrophe for measures of time (i.e., 40 hours' pay; two weeks' rent)
- For possessives of proper nouns ending in "s," add an apostrophe "s" after the word, if only one syllable (e.g., Holmes's). If more than one syllable, add an apostrophe only (e.g., Thomas').
- For titles, possessive is with the principal title word (e.g., Attorney's General or Comptroller's General opinion).
- Do not use apostrophes to create plurals (e.g., 1980s is correct, 1980's is not).

Abbreviations & Acronyms

- Abbreviations are acceptable in commonly used cases (e.g., titles, such as "Dr.").
- Do not use periods with acronyms (e.g., NDA, PSAC, SAFE)
- When using acronyms, spell out the title in full with the acronym in parentheses immediately after it. Use the acronym thereafter.

★When in doubt, spell it out.

Capitalization

Capitalize:

- All titles preceding a name (e.g., Mayor Mark Gamba,)
- Department and program names, as well as City Council (e.g. the Public Works Department, Safe Access for Everyone)
- Names of Boards and Commissions, or the words "Board" or "Commission" when standing alone and referring to a specific board or commission (e.g., the Planning Commission, "the Board meets on the second Thursday of each month.")
- Specific names of legislative acts, resolutions and ordinances (e.g., Tree Ordinance, Resolution 3632, Agenda Bill 01-244).
- The word "website" should be lowercase and one word, as well as webpage.
- The words "Congress" and "Legislature" should be capitalized when referring to the U.S. Congress and the Oregon State Legislature.

Do Not Capitalize:

- The word "city" unless part of the proper name of the City of Milwaukie when referring to the government entity (e.g., The City of Milwaukie will host a town hall, the city's annual Winter Solstice event)
- The words "national," "federal," "state," or "local" unless referring to a particular agency name or title
- Titles that are not directly referring to a particular person.

Web Content

Writing for the Web

Good web writing follows the inverted pyramid style, which is borrowed from journalism. When writing in this style, the most important information is presented first, with supporting detail following afterwards. By putting the main idea first, readers can decide if the content is relevant and either read more or move on, which helps them avoid reading paragraphs of information only to find it was not what they were looking for.

When writing for the web:

- Catch your readers' attention in the first few words
- Start with the conclusion, follow with the details
- Always remember to include **who, what, where, when, why & how**
- Only one idea per paragraph
- Use **half the word count** of traditional writing

Be clear, concise & direct

Use the active voice

When writing in the active voice, the subject does the action: "The mayor released a statement."

When writing in the passive voice, the subject receives the action: "A statement was released by the mayor."

Cut wordy phrases

Try to make sentences or phrases as concise and direct as possible.

Wordy, passive phrase:

In the event that it snows, the city's inclement weather hotline should be called prior to coming to City Hall.

Concise, active phrase:

If it snows, call the inclement weather hotline before coming to City Hall.

Provide Context

To help readers scan your page, it is important to provide them with cues that a particular section or instruction applies to them. The best way to do this is to start with something the user already knows, and then provide the new information (this is known as the "Given- New Principle").

Example:

"If you received a photo radar ticket, payments can be made using the following methods."

Word Use

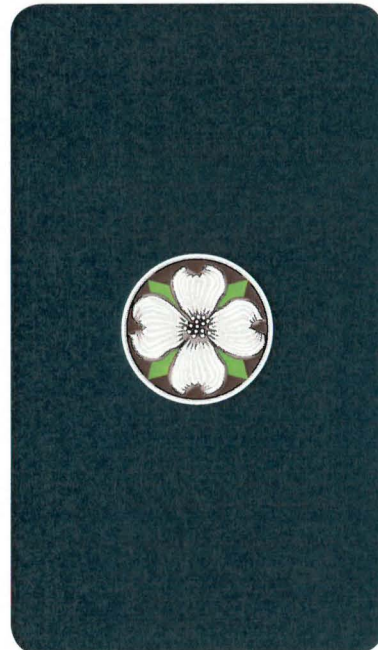
The city strives to communicate with the community as clearly as possible. To ensure our messages are easily understood, we use words that can be understood plainly by as many of our stakeholders as possible. Use the following table for help selecting the right word for commonly-used phrases and let it serve as a guide for communication not specifically addressed.

Instead of	Use
the reason for due to the fact that owing to the fact that considering the fact that	because, since, why
Instead of	Use
despite the fact that regardless of the fact that notwithstanding the fact that	although, even, though
Instead of	Use
in the event that if it should transpire/happen that under circumstances in which	if
Instead of	Use
on the occasion of in a situation in which under circumstances in which	when
Instead of	Use
in reference to with regard to concerning the matter of	about
Instead of	Use
it is crucial that it is necessary that it is incumbent upon	must, should
Instead of	Use
is able to has the opportunity to has the capacity for has the ability to	can
Instead of	Use
there is a chance that it could happen that the possibility exists for	may, might, can, could
Instead of	Use
prior to in anticipation of subsequent to	before, after, as

Templates

Business Cards

In keeping with the city's unconventional spirit, we use a vertically-aligned business card that features the city's primary graphic standards with the Raleigh typeface, logo with reversed lettering and Milwaukie blue. To keep the business card simple and modern-looking while avoiding redundancy, the back features only the Dogwood flower on a field of Milwaukie blue.



Memo



CITY OF MILWAUKIE

memo

To: Jane Smith, Mayor
From: John Williams, Assistant City Manager
Date: July 19, 2017
RE: Bing Cherry Program

MESSAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vulputate, diam facilisis consequat volutpat, nisi velit euismod sapien, id facilisis ipsum dolor non felis. Aliquam interdum accumsan ligula, vel rutrum ante lobortis et. Sed sed nunc in nisi pretium venenatis. Maecenas ultrices lacus sit amet sem porta varius. Nunc mattis varius libero non auctor. Praesent non sodales mauris. Proin rhoncus ante eget turpis mattis dignissim.

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Official Letter

June , 2017

To Whom It May Concern,

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Sincerely,



Jordan Imlah
Public Affairs Specialist



CITY MANAGER'S OFFICE • 10722 SE Main St, Milwaukie, OR 97222 • www.milwaukieoregon.gov

News Release



May 8, 2017

CITY OF **MILWAUKIE**

Jordan Imlah

Public Affairs Specialist

503-786-7503 | imlahj@milwaukieoregon.gov

ELK ROCK ISLAND RETURNS HOME TO MILWAUKIE

MILWAUKIE, OR – The City of Milwaukie is welcoming home Elk Rock Island. Last month, City Council adopted a resolution to officially take ownership of Elk Rock Island from the City of Portland, adding 13.6 acres of natural area.

As part of the agreement, Milwaukie will operate the island solely as a public park and follow an ecosystem management plan to ensure the survival of the unique ecology found in the natural area. City staff have already begun taking steps to follow the ecosystem management plan and recently conducted a field visit with staff from Portland Parks & Recreation and Bureau of Environmental Services.

Over the next several months, the city will officially annex Elk Rock Island into city limits, work with North Clackamas Parks & Recreation District to outline long-term maintenance, and partner with Friends of Elk Rock Island, as well as the city's Island Station Neighborhood District Association, to develop volunteer stewardship events and programming.

Elk Rock Island was a portion of Milwaukie founder Lot Whitcomb's original land claim. After ownership was passed around between several individuals for about 40 years, including a time in 1899 when it was sold for \$9.95 during an auction, the island was eventually purchased in 1904 by Peter Kerr, a prominent Portland businessman in the wheat industry. Kerr helped build the infamous Friar's Club, once located on Elk Rock Island, and owned a home directly across the river from the island in the Dunthorpe area.

After a fire burned the club down in 1916, he sold it to the Portland Rowing Club, under the condition that the island and former building "not be used for immoral purpose, no factory, mill, construction work, or any mercantile or business use." After reports that the "immoral purpose" clause was violated and additional reports of "rowdiness" on the island, Kerr bought it back from the Portland Rowing Club in 1924. Elk Rock Island was eventually donated to the City of Portland by Peter Kerr's estate after he passed away under the condition that it be kept as a public park in perpetuity.

For more information, visit www.milwaukieoregon.gov or call Mitch Nieman at 503-786-7573.

###

Project Sheet

PROJECT
TITLE



CITY OF MILWAUKIE

Email Signature

Ensuring the consistency of Milwaukie's brand is done at communications level, no matter how big or small. This includes items like the email signature used by staff. When sending an email to anyone outside the organization, follow these formatting standards.

Please note, the email signature should use the Century Gothic typeface in this instance because it is a sans serif typeface similar to Raleway and available on most computers and devices.

ANN OBER

City Manager
o: 503.786.7501 c:503.753.6608
City of Milwaukie
10722 SE Main St • Milwaukie, OR 97222

KATIE NEWELL

Library Director
503.786.7584
City of Milwaukie
10660 SE 21st Ave • Milwaukie, OR 97222

STEVE BARTOL

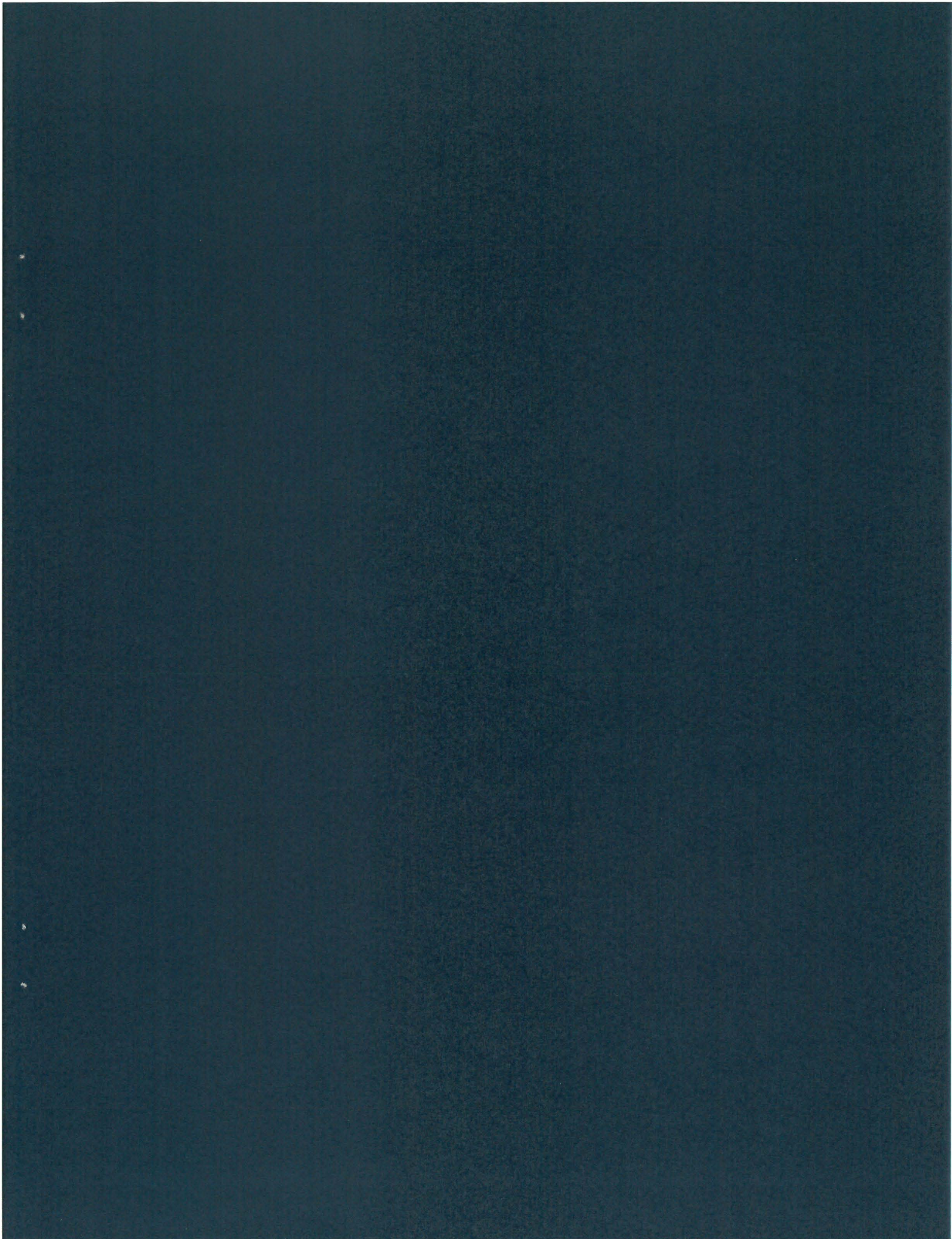
Police Chief
503.786.7416
City of Milwaukie
3200 SE Harrison St • Milwaukie, OR 97222

Only use "o:" if
the numbers are
accompanied by a "c:"
for a cell phone or "f:" for
a fax number

Keep "City of Milwaukie,"
but change your address
depending on your work
location

Keep your name
in all caps as a
prominent identifier
for the recipient

For more information about these guidelines or
to obtain copies of the city logos and templates,
please contact the Public Affairs Specialist.





An aerial photograph of a city landscape. In the foreground, a river flows through a lush green forest. A bridge crosses the river, and a road with a median runs alongside it. The middle ground shows a dense residential area with many houses and trees. In the background, a city skyline is visible under a clear blue sky. The text "Won't You Be My Neighbor: Creating Community Cohesion Through a Unified Brand Identity" is overlaid on the bottom half of the image in a white, rounded rectangle.

Won't You Be My Neighbor: Creating Community Cohesion Through a Unified Brand Identity

Project Overview

Research

- Academic
- One-on-one interviews
- Milwaukie history

Pt. 1 - Brand Identity

- Foundational story
- Mission
- Values
- Outreach Principles
- Branding Standards Guide

Pt. 2 - Strategic Logo Recommendation



Why is Branding Important?

- The public already has its own image of the city
 - Better to be proactive and manage those perceptions
- Strengthen bonds
 - Neighbor-to-city
 - Neighbor-to-neighbor
 - Creates rallying nexus
- Create a sense of place
- Cultivate brand advocates

Approach

Corporate Branding

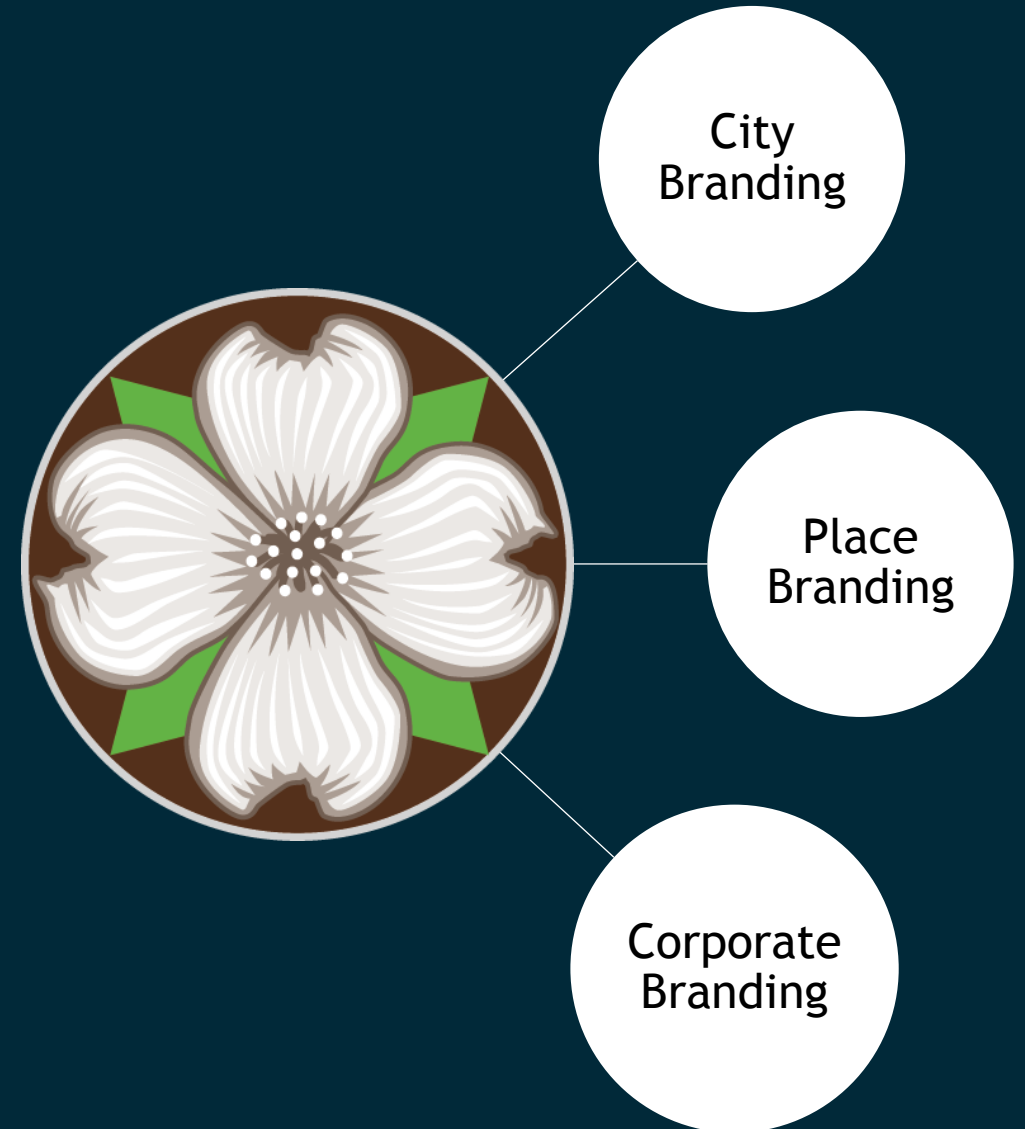
- Multiple stakeholders & identities
- Intangibility
- Professionalism

City Branding

- Values & expectations
- Emotions
- Image

Place Branding

- Landscape & natural area amenities
- Historically-significant
- Crosses cultural and racial boundaries



Interviews

- One-on-one
- Series of 10 open-ended questions
- Interviewees represented:
 - Volunteers
 - Recently relocated
 - Long-time resident
 - People with families - new & established
 - Business community - small & large
 - Historical perspective
 - Arts & culture
 - City Staff

Interviews

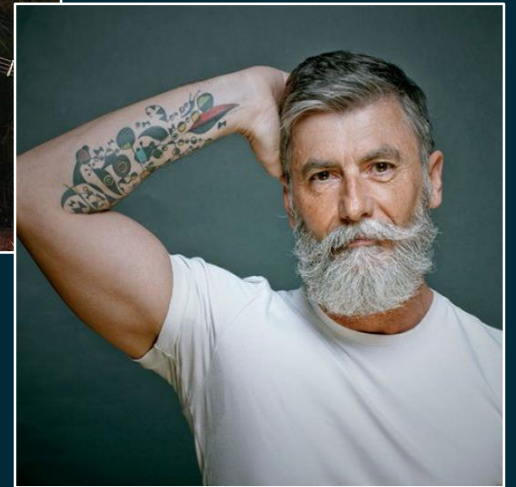
Response Themes & Values:

- History
- Small-town feel
- Authenticity
- Blue-collar
- Gritty
- Artistic
- Determined
- Optimism
- Civic engagement



Interviews

If Milwaukie was a person, what type of person would he/she be?

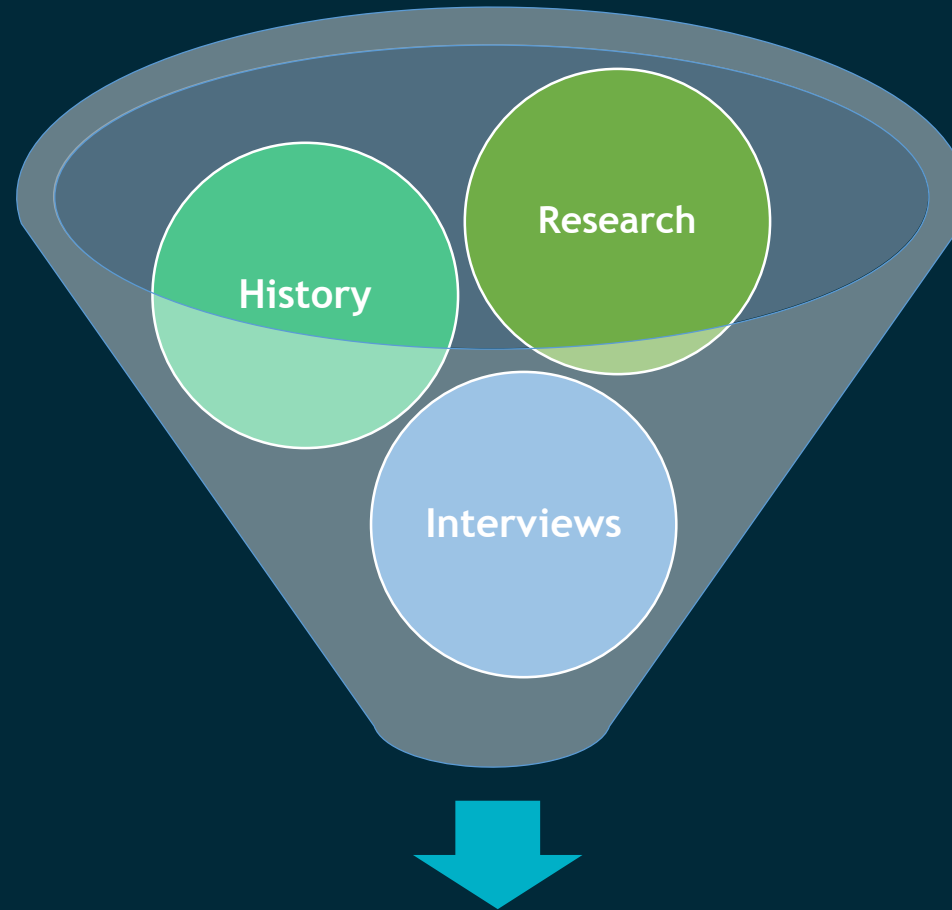


Interviews

Milwaukie's greatest asset • overlooked feature



Identity • Process



Brand Identity • Story, Mission, Values

Identity • Story

When Lot Whitcomb traveled down the Willamette River and first beheld Milwaukie Bay, he was inspired to construct a city. So smitten was Lot by the majesty of the land and the flowing waters that he decided to name his town after one of the most beautiful cities he'd ever seen, Milwaukee, Wisconsin, and declared it would be one of the greatest in Oregon—the West Coast's own New York City. Since then, Milwaukie has been the underdog...but that's the way we like it.

We dream big even when we're doubted. We stay true to ourselves and the spirit that drives us. Others may underestimate us, but that only makes us stay more focused and determined. We believe Milwaukie is destined for greatness, and we aren't afraid of some hard work to achieve it.

We are artists, optimists, do-it-yourselfers, eccentrics, and we welcome all to join us as we forge our own path to success.

Identity • Mission & Values

Mission

Create a community inspired to flourish

Tagline

Be I.E.

Values

Authenticity • Optimism • Nostalgia • Ingenuity

Logo History



1903

Town seal unanimously agreed upon, just one month after Milwaukie is officially incorporated

1962

City Council adopts resolution to officially make the Dogwood blossom the city flower.



1980's

Revision to reflect more modern times. City begins placing logos on official vehicles.



1995

Another revision to become more modern. The horizontal rows reflect the city's street grid and the color teal is introduced.



2003

City honors its centennial with logo representing its history and founders.



2008

City undergoes a brand overhaul and adopts new color palette, but keeps Dogwood element.



Recent Update

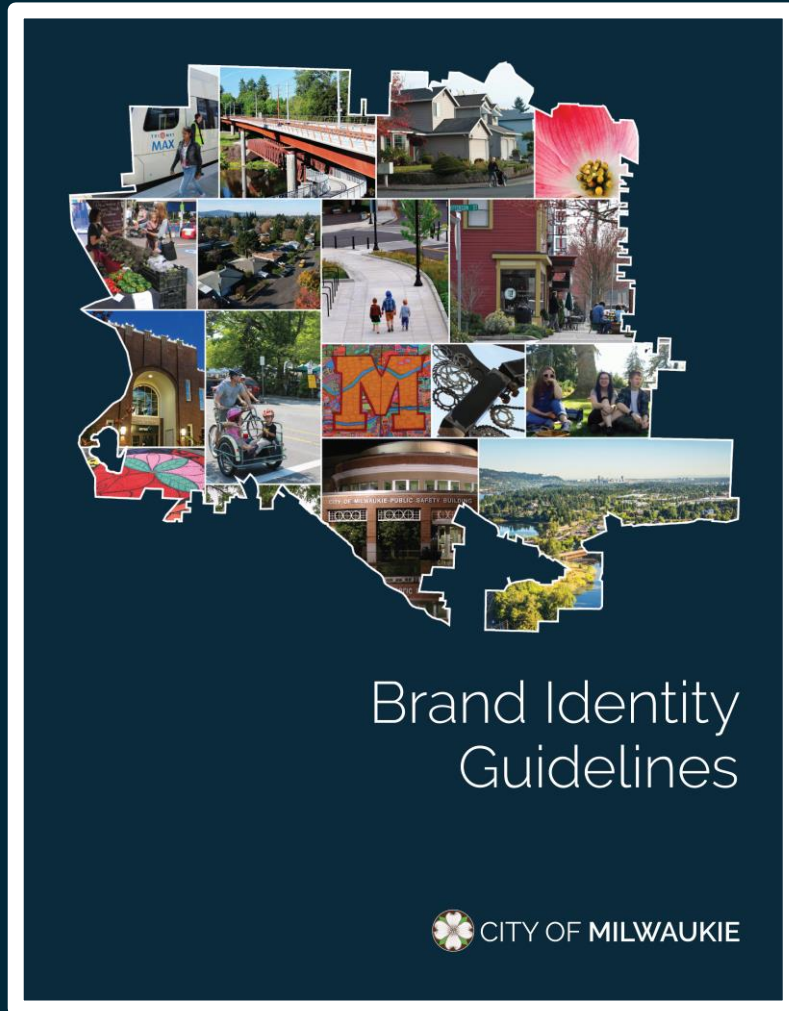


CITY OF MILWAUKIE

color palette

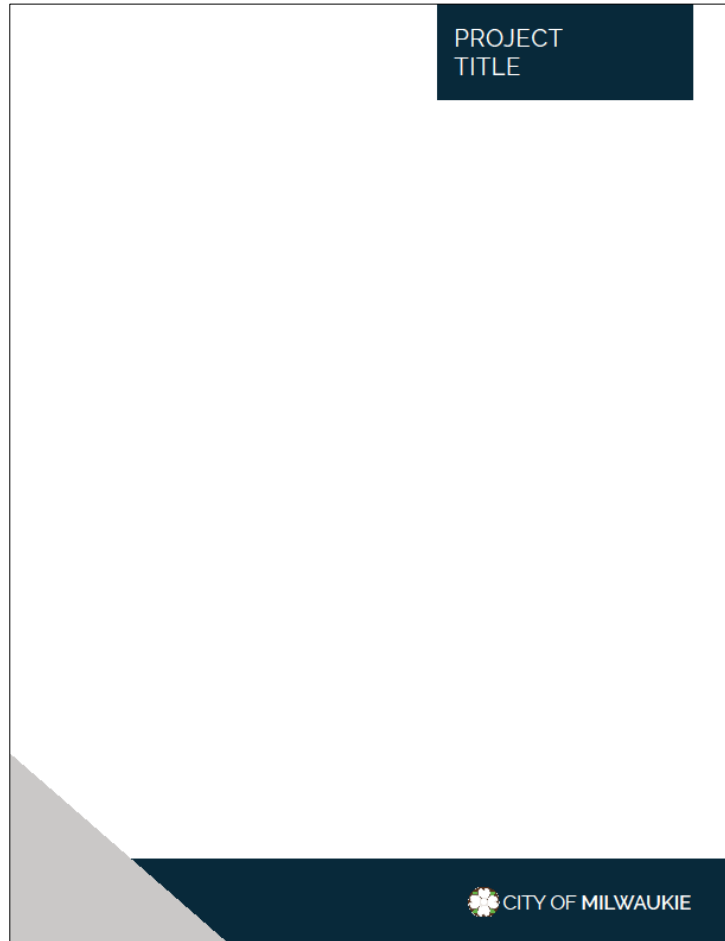


Identity • Branding Guide



- Logo use
- Color palette
- Fonts
- Editorial style
- Web content
- Engagement principles

Templates



Templates

June , 2017

To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vulputate, diam facilisis consequat volutpat, nisi velit euismod sapien, id facilisis ipsum dolor non felis. Aliquam interdum accumsan ligula, vel rutrum ante lobortis et. Sed sed nunc in nisi pretium venenatis. Maecenas ultrices lacus sit amet sem porta varius. Nunc mattis varius libero non auctor. Praesent non sodales mauris. Proin rhoncus ante eget turpis mattis dignissim.

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Sincerely,



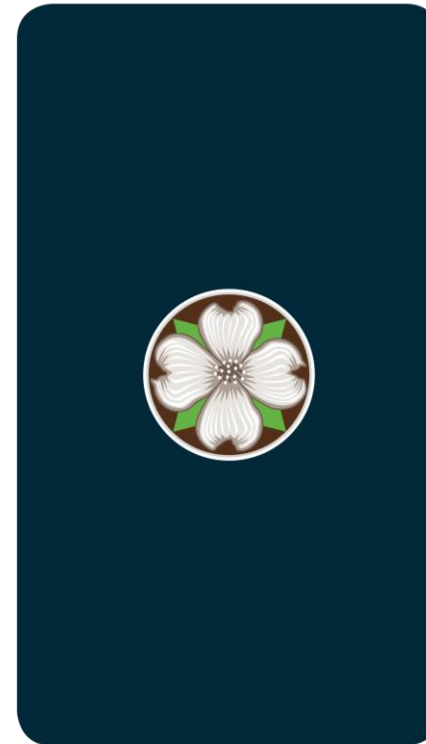
Jordan Imlah

Public Affairs Specialist



CITY MANAGER'S OFFICE • 10722 SE Main St. Milwaukie, OR 97222 • www.milwaukieoregon.gov

Templates



Does Milwaukie Need a New Logo?

A logo should:

- Spirit of its history
- Current community composition
- Aspirations for the future

Approach

Corporate Branding

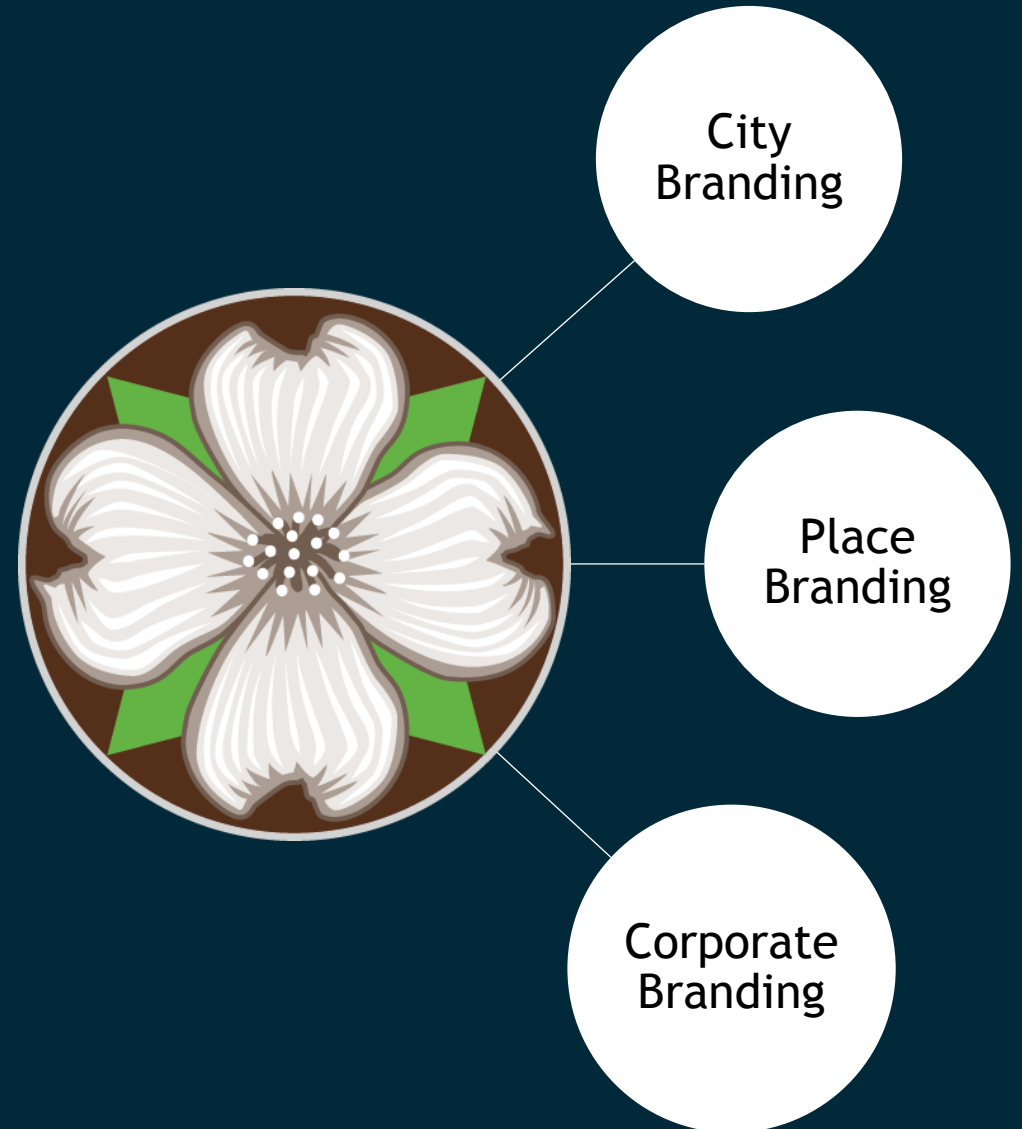
- Multiple stakeholders & identities
- Intangibility
- Professionalism

City Branding

- Values & expectations
- Emotions
- Image

Place Branding

- Landscape & natural area amenities
- Historically-significant
- Crosses cultural and racial boundaries



Identity • New Direction



CITY OF
MILWAUKIE



CITY OF
MILWAUKIE



CITY OF **MILWAUKIE**

New Color Palette



open communication, tranquility & creativity



stability, trust, authenticity & nostalgia

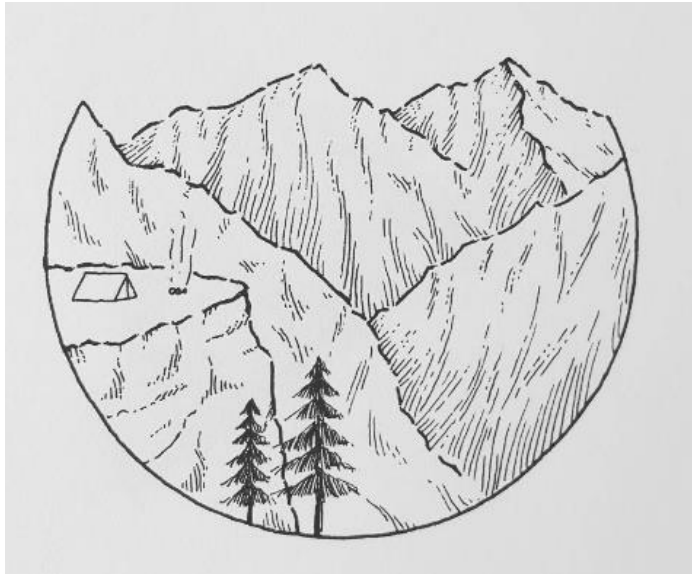
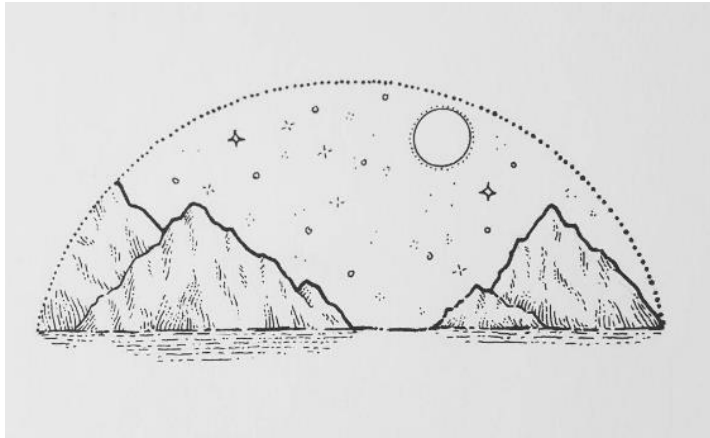


optimism, determination & enjoyment

Questions?



Thank You!





Personnel and Administrative Policy and Procedure



SUBJECT: Media Management	EFFECTIVE DATE: July 1, 2003 REVIEWED: REVISED: December 2012
CATEGORY: 100 POLICY NUMBER: 100.3	CROSS REFERENCE:

Purpose: This policy speaks to the treatment of the media and sensitive information by city employees in a reactive scenario. It does not address the role of the city's employees or the Public Information Officer in the execution of public relations activity, which is a proactive scenario designed to generate positive attention about the City or its activities.

Relationships of trust and confidence with the news media and the community are extremely important to the fulfillment of the many missions of the City. Uninformed responses to news media inquiries can cause public confusion as well as damage to the City's programs and credibility. Inconsistent or hasty responses concerning developing issues affecting the City can detract seriously from the ability of the City and its individual professionals to complete their tasks in a professional manner. Ignoring media inquiries can result in imaginative or speculative journalism that is detrimental to the City. Furthermore, if city staff continuously ignores a reporter's request for information, it very well may create a relationship in which the reporter may be predisposed to ignore a City request for publishing information. If the Public Information Officer is not informed promptly of issues that concern the City's business, it may become impossible to provide complete, accurate and timely information when inquiries are received.

Definitions

Media: Radio, Television and Print organizations that provide information for public consumption.

Press Release: A document sent to media outlets informing the reporter of basic information they will use in developing a news story. A Press Release should include the basic who, what, when, where, and why of a given event or happening, and also include the contact information of those most directly involved.

Tip: A more informal transmittal of a story idea to a reporter. Often less informative than a press release, and is often conveyed verbally, rather than written.

On the Record: When speaking with a reporter "On the record," anything you say can be attributed to you in a news story.

Off the Record: Going "Off the record" with a reporter means you do not wish to be linked with the information you are transmitting. Can be potentially damaging, as "off the record" can mean different things to different reporters.

Source: Anyone who provides information for a news story.

PIO: Public Information Officer, the organization's primary contact with media outlets.

Police PIO: Police Public Information Officer.

Deadline: The date and time the reporter must file their story before being disseminated to the public.

Hook: The main piece of information or concept the reporter will build the rest of their story around.

Objective: This administrative procedure seeks to inform the city staff, the council and the public of how the City's media interface should function in general terms. Specific situations may warrant ad hoc consultation with the Public Information Officer, the City Manager and/or the immediate supervisor of the employee in a given situation.

Scope: This policy applies to all employees, city officials, or other personnel of the City of Milwaukee.

Policy: The City's policy regarding reactive media contacts is generally, to encourage all employees or other representatives of the City, to be forthcoming, accurate, consistent and responsible with information about the City or its affairs. As a public agency, the City has a responsibility to share almost all City information with the public. The only exceptions to this rule include information about personnel matters, active real estate negotiations, or litigation actions. In the interest of projecting the most credible, professional stewardship of public affairs, it is the policy of this City to opt for full public disclosure when a controversial matter may be generating media curiosity. While this may appear to be "bad press" in the short term, it preserves the integrity and credibility of the City as a public agency in the long run. This is not to say that we must actively publicize the controversies, mistakes and crises of our public officials or public servants. But that we must be prepared to respond professionally and ethically in these situations. To put it plainly, mistakes are bad, but cover-ups about mistakes are worse.

Guidelines for Use

- All contacts with the media should be reported to the Public Information Officer prior to the occurrence if possible. If that is not possible then they must be reported to the PIO within 24 hours of the occurrence.
- Contacts with the media should not be used by the city employee or public official to advance a personal agenda or endeavor.
- Contacts with the media should be polite, factual, accurate and timely.
- Written contacts with the media should be on City letterhead.
- Email contacts with the media should include the originator's full contact info, title and credentials (if appropriate). The PIO should be copied on them or forwarded them.
- Verbal contacts with the media should be documented by the employee or official having such contact, so that they and/or the City are protected and the misinformation can be credibly corrected.
- When there is dispute about the accuracy of City-generated information, the Public Information Officer is to be notified and is charged with clarifying the facts.
- Press releases should be reviewed and approved by the PIO before issuance.

Procedures, Equipment and Training

The City's news media policy requires observance of the following procedures:

The City's employees are responsible for exercising judgment in the early identification of issues which are likely to generate public attention and news media interest. At the earliest possible opportunity, employees should call these matters to the attention of the Public Information Officer. Inquiries from legislators or other government officials (local, state, and national) are also important to identify because they may have an immediate media impact.

If a request for an immediate interview is received, the person receiving the request should advise and consult with the Public Information Officer and/or their supervisor in advance of the interview whenever possible. Routine requests for information regarding on-going programs or projects would be the exception to this rule.

No press releases may be issued with City letterhead under any circumstances without the prior express authorization of the Public Information Officer. In the case of the police department, this authorization may come from the Police Department's Public Information officer, who will follow up with the City's general PIO.

Members of the bargaining units who are contacted by the media as officers or members of the union to speak on union issues, are not obligated to report such contact to the Public Information Officer. Furthermore, they may also grant an interview with the media regarding union issues without consulting with the Public Information Officer.

Equipment needed for media management may include any information conveyance tool from a note pad to a database to a tape recorder to a camera. Typical office equipment is generally used to convey, interpret or prepare information.

Training needed for media management may include basic courses in writing, reporting, public speaking, graphic design, website development, conflict resolution, emergency management or courses in using another language if the situation requires it.

Responsibilities

PIO:

- The Public Information Officer is the guardian of the public trust. The PIO may at times be required to verify, corroborate, or expand upon information that has been initially conveyed by another city employee or city official.
- To write or edit, and ultimately approve press releases, official statements, or press conference transcripts.
- Organize and conduct press conferences when the need arises.
- Represent the City in this capacity when the EOC is activated. A back up PIO should be designated as well during an EOC activation. When an EOC is activated the PIO reports to the Incident Commander.

Staff:

- To check with the PIO before issuing press releases.
- To notify the PIO or City Manager prior to giving a statement to the press if possible. If that is not possible, then within 24 hours.

News Media Relations

346.1 PURPOSE AND SCOPE

This policy provides guidelines for media releases and media access to scenes of disasters, criminal investigations, emergencies and other law enforcement activities.

346.2 RESPONSIBILITIES

The ultimate authority and responsibility for the release of information to the media shall remain with the Chief of Police, however, in situations not warranting immediate notice to the Chief of Police and in situations where the Chief of Police has given prior approval, Captains, Patrol Sergeants and designated Public Information Officer(s) may prepare and release information to the media in accordance with this policy and the applicable law.

346.2.1 MEDIA REQUEST

Any media request for information or access to a law enforcement situation shall be referred to the designated department media representative, or if unavailable, to the first available supervisor. Prior to releasing any information to the media, employees shall consider the following:

- (a) At no time shall any employee of this department make any comment or release any official information to the media without prior approval from a supervisor or the designated department media representative.
- (b) In situations involving multiple law enforcement agencies, every reasonable effort should be made to coordinate media releases with the authorized representative of each involved agency prior to the release of any information by this department.
- (c) Under no circumstance should any member of this department make any comment(s) to the media regarding any law enforcement incident not involving this department without prior approval of the Chief of Police.

346.3 MEDIA ACCESS

Authorized members of the media shall be provided access to scenes of disasters, criminal investigations, emergencies and other law enforcement activities subject to the following conditions:

- (a) The media representative shall produce valid press credentials that shall be prominently displayed at all times while in areas otherwise closed to the public.
- (b) Media representatives may be prevented from interfering with emergency operations and criminal investigations.
 - 1. Reasonable effort should be made to provide a safe staging area for the media that is near the incident and that will not interfere with emergency or criminal investigation operations. All information released to the media should be coordinated through the department Public Information Officer or other designated spokesperson.

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2. Whenever the presence of media or other aircraft poses a threat to public or officer safety or significantly hampers incident operations, the field supervisor should consider requesting a Temporary Flight Restriction (TFR). All requests for TFRs should be routed through the Patrol Sergeant. The TFR should include specific information regarding the perimeter and altitude necessary for the incident and should be requested through the appropriate control tower. If the control tower is not known, the Federal Aviation Administration should be contacted (14 CFR § 91.137).
- (c) No member of this department who is under investigation shall be subjected to media visits or interviews without the consent of the involved employee.
- (d) Media interviews with individuals who are in custody shall not be permitted without the approval of the Chief of Police and the express consent of the person in custody.
- (e) Media representatives will not be allowed to enter the inner perimeter of a tactical situation or a crime scene while an incident or investigation is in progress.

A tactical operation should be handled in the same manner as a crime scene, except that the news media should be permitted within the outer perimeter of the scene, subject to any restrictions as set forth by the supervisor in charge. Department members shall not jeopardize a tactical operation in order to accommodate the news media. All comments to the media shall be coordinated through a supervisor or the Public Information Officer.

346.3.1 PROVIDING ADVANCE INFORMATION

To protect the safety and rights of officers and other persons, advance information about planned actions by law enforcement personnel, such as movement of persons in custody or the execution of an arrest or search warrant, should not be disclosed to the news media, nor should media representatives be invited to be present at such actions except with the prior approval of the Chief of Police.

Any exceptions to the above should only be considered for the furtherance of legitimate law enforcement purposes. Prior to approving any exception the Chief of Police will consider, at minimum, whether the release of information or presence of the media would unreasonably endanger any individual, prejudice the rights of any person or is otherwise prohibited by law.

346.4 INFORMATION SUBJECT TO RELEASE

The Department will maintain a daily information log of significant law enforcement activities that shall be made available, upon request, to media representatives through the Patrol Sergeant. This log will generally contain the following information:

- (a) The date, time, location, case number, type of crime, extent of injury or loss, and names of individuals (except confidential informants) involved in crimes occurring within this jurisdiction unless the release of such information would endanger the safety of any individual or jeopardize the successful completion of any ongoing investigation.

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- (b) The date, time, location, case number, name, birth date and charges for each person arrested by this department unless the release of such information would endanger the safety of any individual or jeopardize the successful completion of any ongoing investigation.
- (c) The time and location of other significant law enforcement activities or requests for service with a brief summary of the incident subject to the restrictions of this policy and applicable law.

Information pertaining to a juvenile arrestee, victim, or witness shall only be released as articulated in Policy Manual § 810.43.

Identifying information concerning victims of sex crimes shall not be included in the log.

Identifying information concerning deceased individuals shall not be released to the media until notification of next of kin or otherwise cleared through the Medical Examiner's Office.

Any requests for copies of related reports or additional information not contained in this log shall be referred to the designated department media representative, the custodian of records, or if unavailable, to the Patrol Sergeant. Such requests will generally be processed in accordance with the provisions of this policy.

346.4.1 SCOPE OF INFORMATION SUBJECT TO RELEASE

The release and inspection of public records is controlled by Policy Manual § 810 and Oregon Revised Statutes 192.410 through 192.505.

The record of an arrest or the report of a crime shall be disclosed unless there is a clear need to delay disclosure in the course of a specific investigation, including the need to protect the complaining party or the victim. Once the clear need to delay release is no longer present, the following information must be released.

For purposes of this subsection, the record of an arrest or the report of a crime includes:

- (a) The arrested person's name, age, residence, employment, marital status and similar biographical information.
- (b) The offense with which the arrested person is charged.
- (c) The conditions of release.
- (d) The identity and biological information concerning both the complaining party and the victim.
- (e) The identity of the investigating and arresting agency and the length of the investigation.
- (f) The circumstances of the arrest including time, place, resistance, pursuit and weapons used.
- (g) Such information as may be necessary to enlist public assistance in apprehending fugitives from justice.

346.4.2 RESTRICTED INFORMATION

It shall be the responsibility of the authorized employee dealing with media requests to ensure that restricted information is not inappropriately released to the media by this department. When

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in doubt, authorized and available legal counsel should be obtained. Examples of such restricted information include, but are not limited to:

- (a) Restricted information is outlined in detail in Policy Manual § 810.
- (b) Any specific operational or contingency plans in connection with an anticipated threat to individual or public safety for deployment and use of personnel and equipment prepared or used by a public body, if public disclosure of the plans would endanger an individual's life or physical safety or jeopardize a law enforcement activity. Oregon Revised Statutes 192.501(18).
- (c) Criminal history information.
- (d) Information pertaining to pending litigation involving this department.
- (e) Information obtained in confidence.
- (f) Any information that is otherwise privileged or restricted under state or federal law.
- (g) Confidential peace officer personnel information (See Policy Manual § 1026).
 - 1. The identities of officers involved in shootings or other major incidents may only be released to the media pursuant to consent of the involved officer or upon a formal request filed and processed in accordance with the Public Records Act (Oregon Revised Statutes 192.502).
- (h) Information that would tend to endanger the safety of any individual or jeopardize the successful completion of any ongoing investigation.
- (i) Investigative information other than as listed above, without the expressed authorization of the Detective Supervisor in charge of an investigation.