



Work Session

WS

Milwaukie City Council

COUNCIL WORK SESSION

Zoom Video Conference
(www.milwaukieoregon.gov)

AGENDA

FEBRUARY 1, 2022

Council will hold this meeting through video conference. The public may attend the meeting by joining the Zoom webinar or watch live on the [city's YouTube channel](#) or Comcast Cable channel 30 in city limits. For Zoom webinar login information visit <https://www.milwaukieoregon.gov/citycouncil/city-council-work-session-293>.

To participate in this meeting by phone dial 1-253-215-8782 and enter Webinar ID 896 1803 5320 and Passcode: 761847. To raise your hand by phone dial *9. **Written comments** may be submitted by email to ocr@milwaukieoregon.gov. Council may take limited verbal comments.

Note: agenda item times are estimates and are subject to change.

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| 1. Community Engagement Update – Report (4:00 p.m.) | 1 |
| Staff: Jason Wachs, Community Engagement Coordinator | |
| 2. Communication Program Update – Report (4:30 p.m.) | 7 |
| Staff: Jordan Imlah, Communications Program Manager, and | |
| 3. Hillside Manor Project and Services Update – Report (5:00 p.m.) | |
| Staff: Joseph Briglio, Community Development Director | |
| 4. Adjourn (5:30 p.m.) | |

Executive Session

After the work session Council will meet in executive session pursuant to Oregon Revised Statute (ORS) 192.660 (2)(h) to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.

Meeting Accessibility Services and Americans with Disabilities Act (ADA) Notice

The city is committed to providing equal access to public meetings. To request listening and mobility assistance services contact the Office of the City Recorder at least 48 hours before the meeting by email at ocr@milwaukieoregon.gov or phone at 503-786-7502. To request Spanish language translation services email espanol@milwaukieoregon.gov at least 48 hours before the meeting. Staff will do their best to respond in a timely manner and to accommodate requests. Most Council meetings are broadcast live on the [city's YouTube channel](#) and Comcast Channel 30 in city limits.

Servicios de Accesibilidad para Reuniones y Aviso de la Ley de Estadounidenses con Discapacidades (ADA)

La ciudad se compromete a proporcionar igualdad de acceso para reuniones públicas. Para solicitar servicios de asistencia auditiva y de movilidad, favor de comunicarse a la Oficina del Registro de la Ciudad con un mínimo de 48 horas antes de la reunión por correo electrónico a ocr@milwaukieoregon.gov o llame al 503-786-7502. Para solicitar servicios de traducción al español, envíe un correo electrónico a espanol@milwaukieoregon.gov al menos 48 horas antes de la reunión. El personal hará todo lo posible para responder de manera oportuna y atender las solicitudes. La mayoría de las reuniones del Consejo de la Ciudad se transmiten en vivo en el [canal de YouTube de la ciudad](#) y el Canal 30 de Comcast dentro de los límites de la ciudad.

Executive Sessions

The City Council may meet in executive session pursuant to Oregon Revised Statute (ORS) 192.660(2); all discussions are confidential; news media representatives may attend but may not disclose any information discussed. Final decisions and actions may not be taken in executive sessions.



COUNCIL WORK SESSION

Zoom Video Conference (www.milwaukieoregon.gov)

MINUTES

FEBRUARY 1, 2022

Council Present: Councilors Lisa Batey, Angel Falconer, Desi Nicodemus, Council President Kathy Hyzy, and Mayor Mark Gamba

Staff Present:

Joseph Briglio, Community Development Director	Ann Ober, City Manager
Kelly Brooks, Assistant City Manager	Peter Passarelli, Public Works Director
Justin Gericke, City Attorney	Scott Stauffer, City Recorder
Robbie Graves, Police Captain	Jason Wachs, Community Engagement Coordinator
Jordan Imlah, Communications Program Manager	
Vera Kolias, Senior Planner	Courtney Wilson, Urban Forester

Mayor Gamba called the meeting to order at 4:01 p.m.

Strategic Engagement Team (SET) Update

Brooks provided an update on SET staffing and duties, including communications, engagement, events, government relations, and emergency management.

1. Community Engagement Update – Report

Wachs discussed the community engagement coordinator's role, Council's 2020 engagement goals, and the launch of the Engage Milwaukie webpage. **Councilor Batey** and **Wachs** remarked on the Engage site's required user registration questions.

Wachs presented Engage site registered user demographic information and commented on plans to increase outreach efforts to under-represented groups. **Council President Hyzy** and **Wachs** agreed it would be helpful to compare neighborhood population to neighborhood representation on the Engage site and **Councilor Falconer** and **Wachs** noted that a user could only select one neighborhood.

The group remarked on how the city could distribute translated publications.

Wachs discussed plans to improve how demographic data is collected, how engagement activities would be evaluated using an equity lens and reviewed the in-person engagement activities that had happened in 2021 and were scheduled for 2022.

2. Communication Program Update – Report

Imlah provided an update on the city's branding and graphic design guidelines, marketing materials, newsletter, website, and social media accounts. **Imlah** remarked on the Arts Committee's work to promote the city. **Imlah** noted ongoing and upcoming marketing projects and the challenges of promoting the city during a pandemic.

Mayor Gamba, **Imlah**, and **Brooks** discussed the city crediting photographers more often in city documents and how SET interacts with other departments on projects.

It was noted that Councilor Batey left the meeting at 4:47 p.m. due to technical issues and returned at 4:50 p.m.

Councilor Batey and **Council President Hyzy** remarked that the city's website was in good shape and that the city did a good job on social media and branding.

Council President Hyzy reported that some people found it hard to navigate city job postings online and **Imlah** noted recent updates to the job listings webpage.

Councilor Falconer thanked staff for collecting and using demographic information to improve the city's work.

3. Hillside Manor Project and Services Update – Report

Briglio introduced the Housing Authority of Clackamas County's (HACC's) Development Manager Devin Ellin and Supportive Service's Manager Vahid Brown.

Ellin reviewed the services provided by HACC, which included operating affordable housing, providing resident support services, and administering the Metro affordable housing bond in the county which would include new housing in Milwaukie.

It was noted that Mayor Gamba left the meeting at 5:14 p.m. due to technical issues and returned at 5:15 p.m.

Brown discussed how affordable housing services are funded, how HACC supports low-income residents through strategies to address chronic homelessness by stabilizing housing and shelter programs. **Brown** reported that recent investments in housing had resulted in more families receiving services and finding housing.

Council President Hyzy and **Brown** remarked on what Milwaukie residents would notice as HACC's Hillside site was redeveloped, and services were expanded.

Councilor Batey and **Brown** commented on the short-term nature of the motel-based shelter program which HACC was ending as permanent housing became available. They noted the benefits of supporting individuals living in permanent housing.

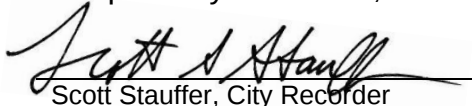
Mayor Gamba and **Brown** discussed HACC's plans to expand mental health services along with housing services.

4. Adjourn

Mayor Gamba announced the executive session planned for after the work session would be rescheduled to February 15, 2022.

Mayor Gamba adjourned the meeting at 5:50 p.m.

Respectfully submitted,


Scott Stauffer, City Recorder

17:14:24 From Mayor Mark Gamba (he,him) to Hosts and panelists:

I'm not seeing the presentation, is everyone else seeing it? Zoom has glitched twice during this meeting for me so that could be it.

17:14:33 From Council Pres. Kathy Hyzy (she/her) to Hosts and panelists:

Yes

17:14:39 From Councilor Angel Falconer (she/her) to Hosts and panelists:

I see it

17:14:41 From Councilor Desi Nicodemus to Hosts and panelists:

I see it

17:46:22 From Ann Ober to Hosts and panelists:

We are moving the executive to the next council meeting with a dinner break

COUNCIL STAFF REPORT

To: Mayor and City Council
Ann Ober, City Manager

Reviewed: Jordan Imlah, Communication Program Manager, and
Kelly Brooks, Assistant City Manager

From: Jason Wachs, Community Engagement Coordinator

Subject: **Community Engagement Update**

Date Written: Jan. 20, 2022

ACTION REQUESTED

Council is asked to listen to a community engagement update.

HISTORY OF PRIOR ACTIONS AND DISCUSSIONS

[October 13, 2020](#): Council reviewed and discussed accomplishments related to the 2019-20 community engagement goal.

ANALYSIS

It has been a challenging time to engage with the community over the past two years due to the COVID-19 pandemic. However, it has also presented opportunities to rethink how the city engages with the public. This update will focus on four areas:

- The evolution and focus of the community engagement coordinator's role.
- A review of some of the most important goals set in October 2020.
- In-person engagement efforts in 2020-2021.
- Engagement goals for 2022.

Community Engagement Coordinator Role

This position continues to evolve and adopt the latest best practices while performing the following duties:

- Serves as a member of the city's strategic engagement team (SET) within the city manager's office.
- Develops and shares best practices for community engagement to strive for consistency citywide.
- Reviews community engagement plans and works with city departments to help achieve the level of engagement identified for projects.
- Assists with determining what community engagement work is done in-house, through a consultant, or a combination of both. Works collaboratively with staff and consultants as needed for a variety of engagement efforts.
- Coordinates internal community engagement team with a new team expected to form in early 2022.
- Manages the neighborhood district association (NDA) program.
- Administers the Engage Milwaukie online platform.
- Serves as a member of the city's web team.

- Acts as one of the city's primary points of contact for community members who want to volunteer with the city.

Review of Goals Set in October 2020

The following three goals were identified in 2020. There were other goals, however, those listed below were most relevant as the city moved to more robust online engagement during the pandemic.

- 1. Goal: Enhance online engagement using Engage Milwaukie.** Engage Milwaukie (engage.milwaukieoregon.gov), the city's online engagement platform, launched November 12, 2020. Overall highlights of the platform's use include the following:
 - 738 registered users – 3.5% of Milwaukie's population, which was 21,119 as of April 1, 2020. The number of registered users grows daily.
 - 14 projects have been launched – five are currently active on the site.
 - Top three projects by participant percentage who were engaged (participated in forums, surveys, and other tools, asked a question, etc.), informed (visited multiple pages, viewed videos or photos, etc.), or made aware (visited at least one page):
 - City Hall Open House
 - Comprehensive Plan Implementation: Phase 1
 - Central Milwaukie Bikeway Connection Project

Who is using Engage Milwaukie and who do we need to reach?

Registration is required on the Engage Milwaukie platform to use in its various engagement tools. Five questions are required (birth year, gender, race, and connection to Milwaukie), and four questions are optional (income, language used most at home, sexual orientation, and neighborhood). Seventy-four percent of registered users have agreed to answer the optional questions during the registration process. The information that has been collected through registration is valuable for two reasons:

- It enables the city to gather demographic information about who is and is not using the site so that outreach efforts can be tailored to those who are missing.
- The city now has an engaged and growing online community. When a new project is added, registered users receive an email newsletter inviting them to participate and oftentimes within minutes users begin to interact on the platform.

The following table presents a summary of the registration information gathered for users of the site. All references to the U.S. Census were taken from Quickfacts, which is available at www.census.gov/quickfacts/fact/table/milwaukiecityoregon/HSC445219.

Who are we currently reaching and who do we need to reach?

Demographic	Census (Total Population)	Who we are reaching (% of registered users)	Who we need to reach (% of registered users)
Age	- Under 18 (21.6%) 65+ (16.4%)	18-44 (43%) 45-64 (36%) 65+ (21%)	Under 18 (Less than 1%)
Gender	- Female (51.3%) - Other information related to gender not collected.	Women (64%)	- Men (32%) - Transgender (1%) - Non-binary, genderqueer, or third gender (2%) - Other (1%)
Race	- White (88.5%) - Black or African American, (1%) - American Indian and Alaska Native (.3%) - Asian (3.4%) - Native Hawaiian or other Pacific Island (.2%) - Two or More Races (3.7%) - Hispanic or Latino (9.2%)	- White (89%) - Native Hawaiian or other Pacific Islander (1%) - Black or African American (1%) - Native American, American Indian, or Alaska Native (1%)	- Hispanic or Latino/a/x (3%) - Asian or Asian American (2%)
Income	Median Household Income (2015-2019) - \$61,902	Household incomes between \$50,000 and \$150,000 or more (85% of users)	Household incomes between less than \$10,000 up to \$39,000 (15% of users)

Other information gathered through the registration process that provides indicators of who the platform is reaching includes:

- **Connection to Milwaukie** – The data indicates that most users live in Milwaukie and own their home. Based on this information, more effort is needed to reach community members who rent their homes. A significant portion of users are individuals that work in Milwaukie. More effort is needed to engage the business community.
- **Neighborhood or business** – Almost half (47%) of users live in the Ardenwald-Johnson Creek, Lake Road, and Historic Milwaukie neighborhoods. Eleven percent of users identified themselves as living in unincorporated Clackamas County, 4% live in Portland, and 5% live in other neighborhoods outside of the city. Only four total users identified themselves as being affiliated with the North Milwaukie Innovation Area or

the Milwaukie Business Industrial Area, so more work is needed to engage community members in these areas.

- **Language most spoken at home** – The vast majority of users identified English (99%) as the language most spoken in their homes. Four people (1%) use American Sign Language (ASL), one uses Russian, and one uses German. No users identified Spanish as being the language used most at home. More projects will be translated into Spanish in 2022 with the goal of increasing engagement with Spanish-speaking households.

2. Goal: Continue to improve consistency of data collected and shared to evaluate engagement efforts and make changes where needed.

- As discussed, data from Engage Milwaukie is a very valuable tool to evaluate the success of our online engagement efforts. That information will be used in 2022 and beyond to tailor outreach efforts with the goal of becoming more inclusive.
- The biennial community survey allows the city to evaluate its engagement efforts with the public and whether they choose to engage online. Future surveys will continue to ask about engagement so that we can cross tabulate the results from survey to survey.
- Project specific engagement plans identify efforts made to collect data and evaluate, but more work is needed to improve consistency and the ability to cross tabulate collected information with Engage Milwaukie, the community survey, etc.

3. Goal: Evaluate engagement efforts using an equity lens.

- All engagement efforts (Engage Milwaukie, community survey, project specific engagement plans, etc.) include an equity component that has evolved in the past year and will continue to evolve in 2022.

Other community engagement efforts since October 2020.

COVID-19 challenges necessitated that the bulk of engagement occur online, but 2020 and 2021 did include in-person engagement opportunities. Examples of in-person engagement during 2021 include:

- **Farmers Market Community Booth at City Hall**
 - City staff and Council members were invited to participate in a community booth in the City Hall driveway, but community volunteers were not allowed to occupy the booth in 2021.
 - The booth's success was somewhat limited since it was not located within the market, but staff hope to locate the booth within the market in 2022 in partnership with Farmers Market staff.
- **Events** –
 - Despite the ever-changing social distancing and event guidelines necessitated by the COVID-19 pandemic, some outdoor events were possible in 2021. In-person events produced by staff included:
 - Carefree Sundays – Each Sunday in August
 - Lake Road Improvements Live Q&A – August 25
 - 42nd/43rd Open House – November 3
 - Celebration on the Paths – Linwood Ave. – November 20
 - Umbrella Parade & Tree Lighting – December 4

Engagement goals for 2022 and beyond:

- Continue to grow the number of registered users on Engage Milwaukie (the goal is to reach 1,200 by the end of the year) and implement efforts to increase the diversity of users as identified above.
- Kick-off a new internal community engagement team (with members from all city departments) that meets regularly and serves as a forum for staff leading or assisting in engagement efforts to share experiences and ideas, discuss opportunities and challenges, and implement project appropriate tools and techniques for effective community engagement.
- Facilitate the Farmers Market community booth inside the market in 2022 (May through October) in partnership with Farmers Market staff.
- Help with planning and implementation of engagement opportunities for various projects (streets, sidewalks, parks, etc.) as needed. SET is ready to work collaboratively with staff and consultants as needed for a variety of engagement efforts.
- Complete a community survey that provides useful insights into how the city is engaging and where it needs to focus for improvement.
- Neighborhoods:
 - NDAs continue to meet throughout the year and transition to hybrid meetings when safe to do so.
 - Staff complete an annual NDA orientation and training in June.
 - Staff complete quarterly NDA leadership meetings that include guest speakers, training opportunities, and opportunities for each NDA to share and learn from one another.
 - Assist the NDAs in developing goals and strategies to diversify those who attend NDA meetings and eventually become NDA officers.
 - Joint meeting with Council and the NDAs in April for a state of the NDAs conversation.
- A return of the city's signature events, which will provide opportunities to engage with the community that we have not had for the past two years. These include the volunteer appreciation dinner, which will be expanded to recognize the volunteer of the year for 2019, 2020, and 2021.
- Other goals as identified through the year. Community engagement is important in every aspect of the city's work. When opportunities are identified further goals will be considered.

BUDGET IMPACT

The city purchases an annual subscription to Engage Milwaukie, a cloud-based engagement tool, with services/support provided by software vendor Bang the Table. The subscription cost is \$11,300 per year. Additional costs associated with the management of the platform are absorbed by existing budgets.

WORKLOAD IMPACT

The engagement work described in this report has been absorbed into the current staff workload with much of it being accomplished by SET. The city's equity program manager is at the forefront of the city's equity goals and will have an important role in this work as well. Staff throughout the city also work on various aspects of the engagement work contained within this report. Much of that work is also absorbed into current workloads or performed by engagement consultants as needed.

CLIMATE IMPACT

Increasing the city's capabilities for robust online engagement will decrease the number of vehicle trips necessitated by in-person efforts.

STAFF RECOMMENDATION & ALTERNATIVES

Not applicable.

ATTACHMENTS

None.

STRATEGIC ENGAGEMENT TEAM



What do we do?

- **External Communications**

- Produce and distribute Pilot
- Manage city website
- Serve as primary media contact
- Establish and maintain city branding
- Graphic design service

- **Community Engagement**

- Manage NDA Program
- Administer Engage Milwaukie platform
- Provide support to city projects

- **Events**

- Deliver city signature events
- Review and process event permits
- Provide event program management

- **Government Relations**

- Solicit council direction on state and regional policy matters

- **Emergency Management**

- Facilitate director communication and response to emergency management issues
- Serve as liaison to CERT and county / city emergency management teams
- Advise on citywide training needs

- **Internal Communications**

- Support city manager with citywide communications
- Support HR with intranet content management

COMMUNITY ENGAGEMENT UPDATE

2 • 01 • 2022



OVERVIEW

Community Engagement
Coordinator's Role

Goals set in Oct. 2020

In-person engagement in
2021

Engagement Goals for 2022

Further Questions





COMMUNITY ENGAGEMENT COORDINATOR

MEMBER OF STRATEGIC
ENGAGEMENT TEAM
(SET) – CITY MANAGERS
OFFICE

- Develops and shares best practices
- Community engagement plans
- Consultants – When to use? / Collaboration
- Internal community engagement team
- Neighborhood District Associations (NDAs)
- Engage Milwaukie
- Web team member
- Volunteer liaison



Community Engagement Goals Set Oct. 2020

Enhance online engagement
Improve consistency of data collected and shared
Evaluate engagement using equity lens

Engage Milwaukie

engage.milwaukieoregon.gov

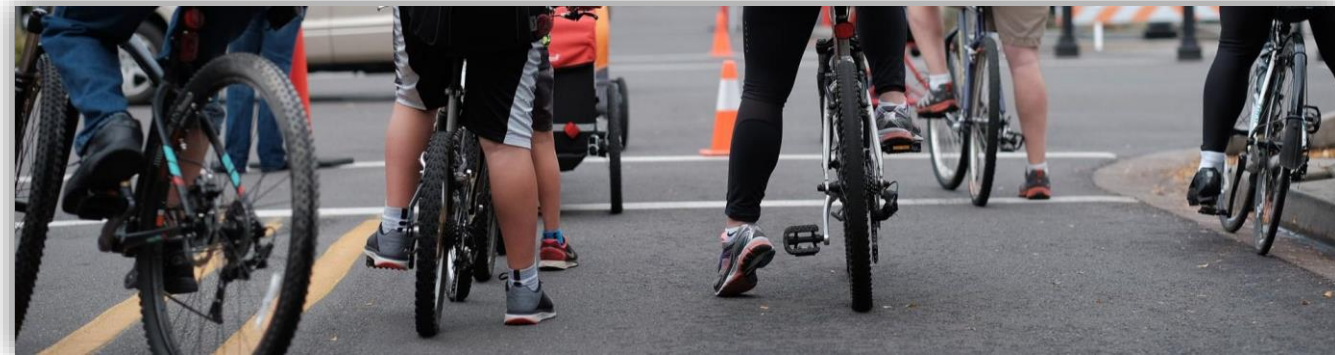
Launched Nov. 12, 2020

- Highlights as of Dec. 30, 2021
 - 738 registered users – 3.5% of population
 - 14 projects launched – 5 currently active
 - Top 3 projects
 - City Hall Open House
 - Comprehensive Plan Implementation: Phase 1
 - Central Milwaukie Bikeway Connection Project



**COMPREHENSIVE PLAN
IMPLEMENTATION**

PHASE 1



Engage Milwaukie

- Engaged and growing online community
 - Email newsletters result in participation within minutes
 - Very few users have chosen to unsubscribe
- Who is using it and who do we need to reach?
 - Using demographic data collected at registration we are able to answer this question
 - Five required questions (birth year, gender, race, and connection to Milwaukie)
 - Four optional (income, language used most at home, sexual orientation, and neighborhood)
 - 75% of registered users answer additional questions

Engage Milwaukie

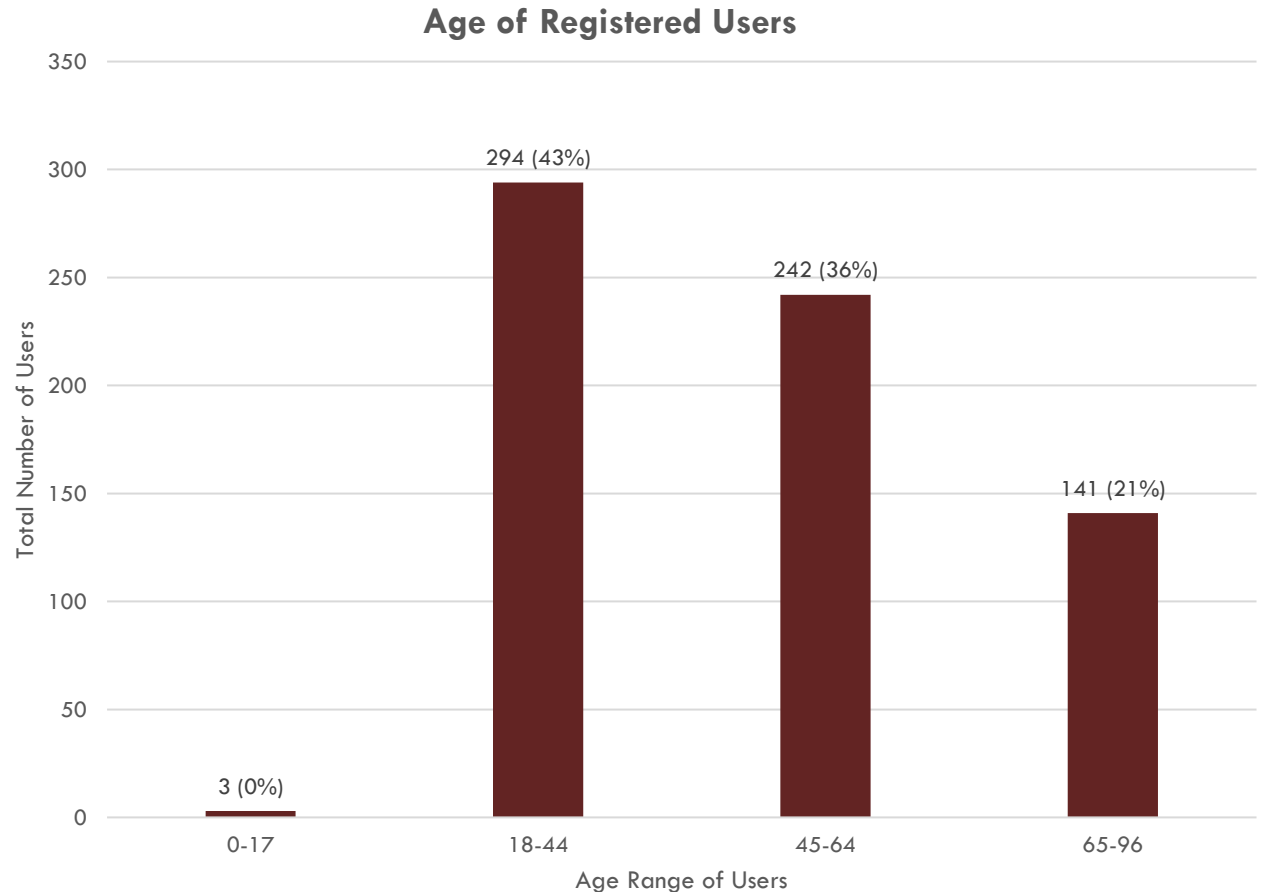
Age

Reaching:

- 18-44 (43%)
 - Total Pop. = 37%
- 45-64 (36%)
 - Total Pop. = 25%
- 65+ (21%)
 - Total Pop. = 16%

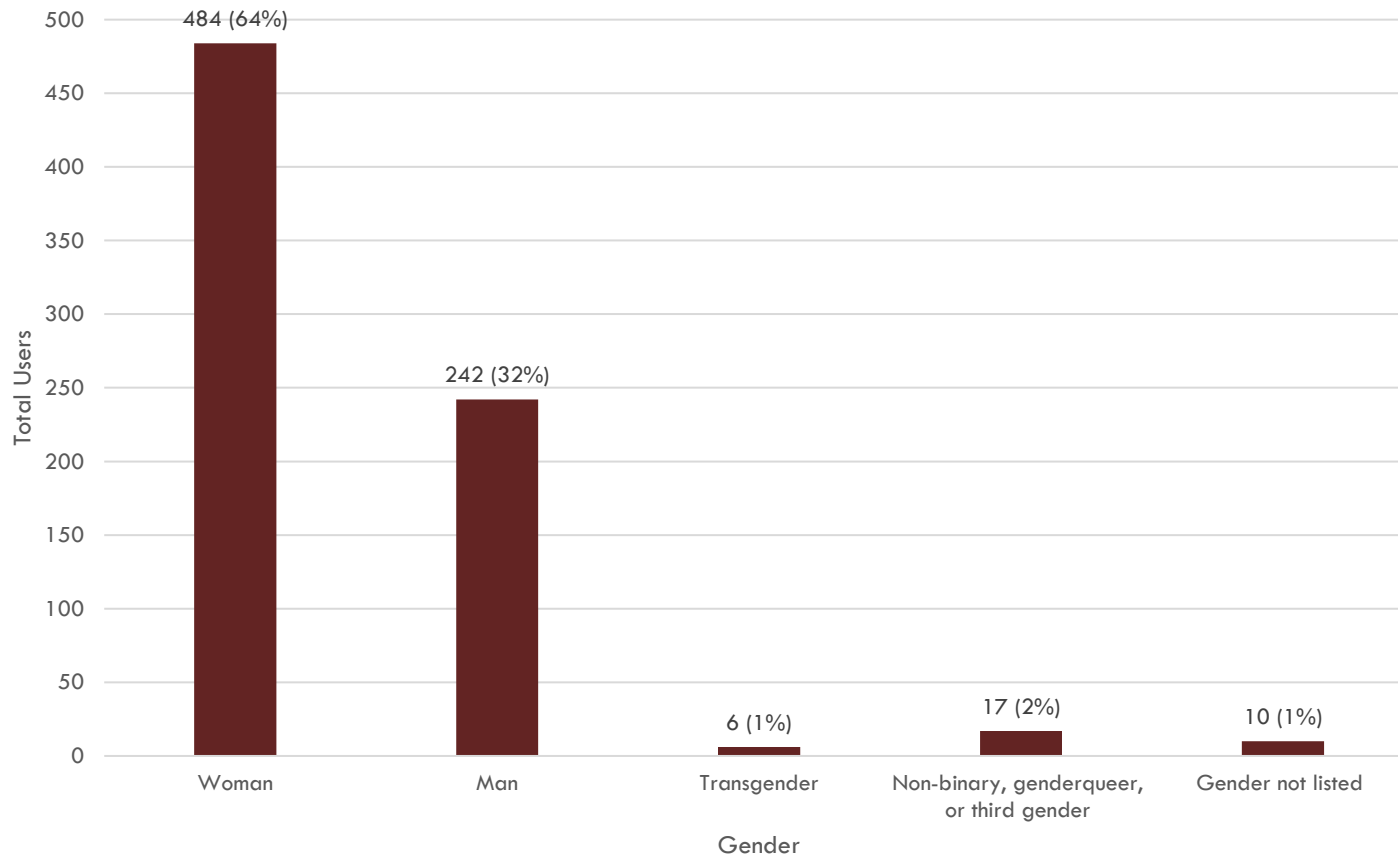
More effort is needed to reach:

- Under 18 (Less than 1%)
 - Total Pop. = 22%



Engage Milwaukie

Gender of Registered Users



Gender

Reaching:

- Women (64%)
 - Total Pop. (Female) = 51%

More effort is needed to reach:

- Men (32%)
 - Total Pop. (Male) = 49%
- Transgender (1%)
- Non-binary, genderqueer, or third gender (2%)
- Other (1%)

Engage Milwaukie

Race or Ethnic Identity

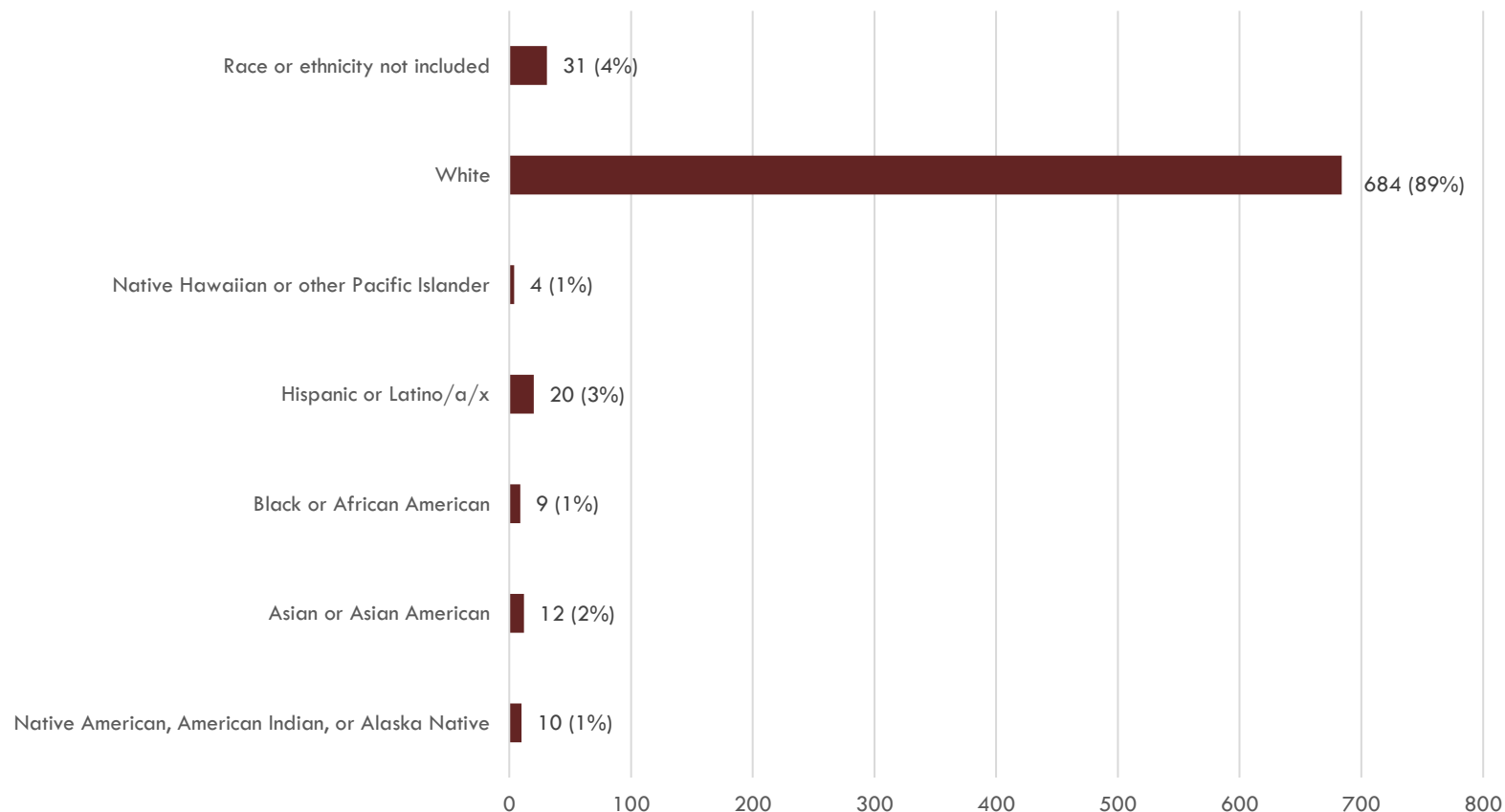
Reaching:

- White (89%)
 - Total Pop. = 88.5%
- Native Hawaiian or other Pacific Islander (1%)
 - Total Pop. = .2%
- Black or African American (1%)
 - Total Pop. = 1%
- Native American, American Indian, or Alaska Native (1%)
 - Total Pop. = .3%

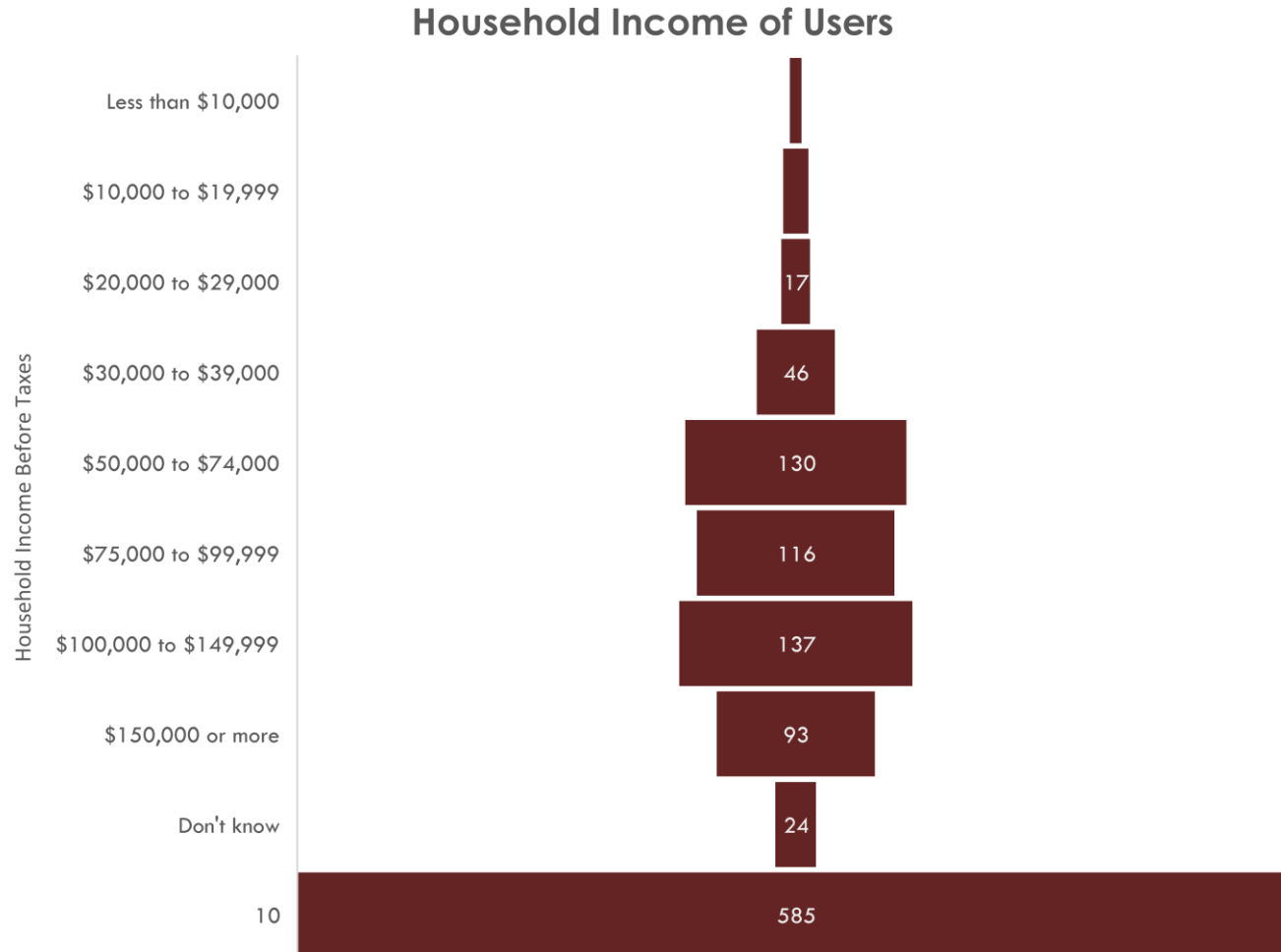
More effort is needed to reach:

- Hispanic or Latino/a/x (3%)
 - Total Pop. = 9.2%
- Asian or Asian American (2%)
 - Total Pop. = 3.4%

Race of Registered Users



Engage Milwaukie



Income (Household)

Reaching:

- Between \$50,000 and \$150,000 or more (85%)
 - Total Pop. = 61%

More effort is needed to reach:

- Less than \$10,000 up to \$39,000 (15%)
 - Total Pop. = 30%

Engage Milwaukie

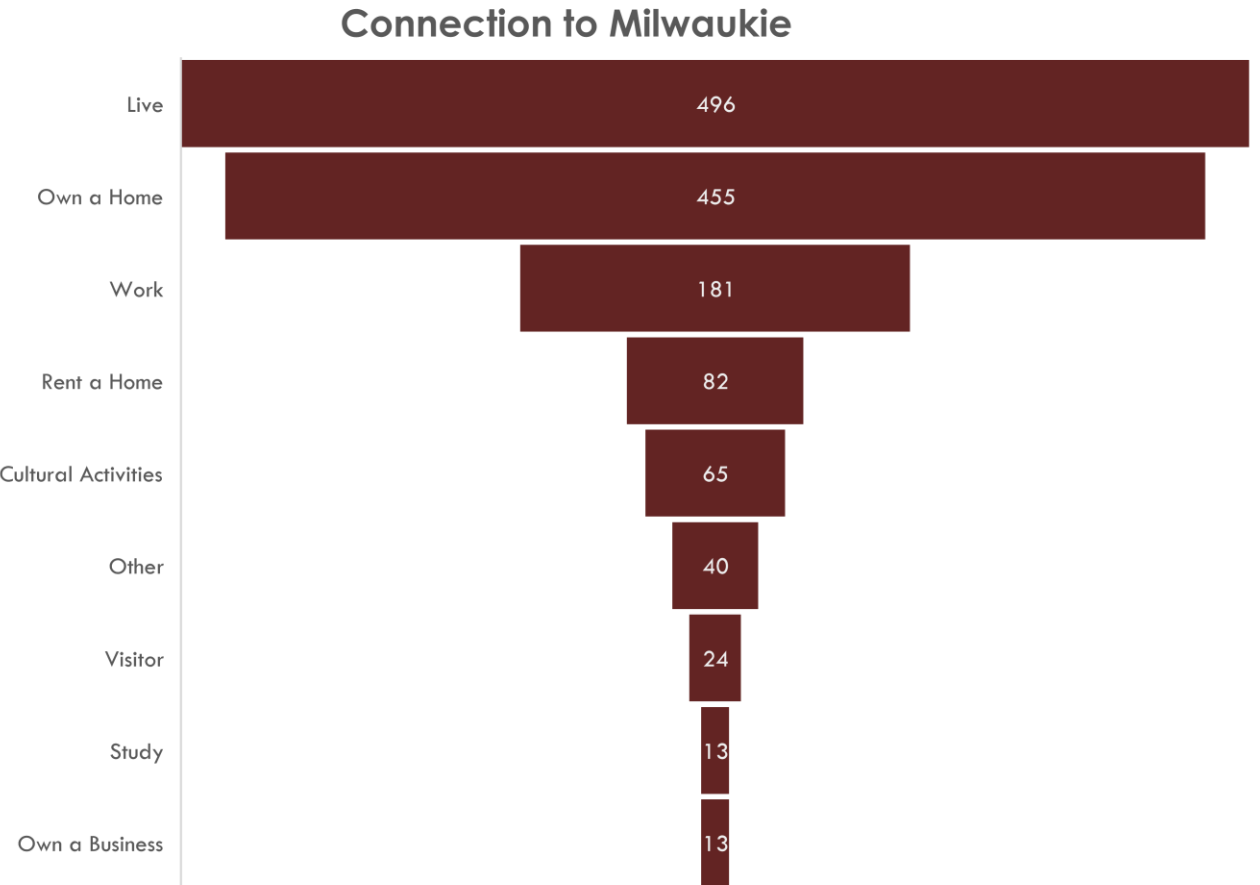
Connection to Milwaukie

Reaching:

- People who live in city
- Those who own their home

More effort is needed to reach:

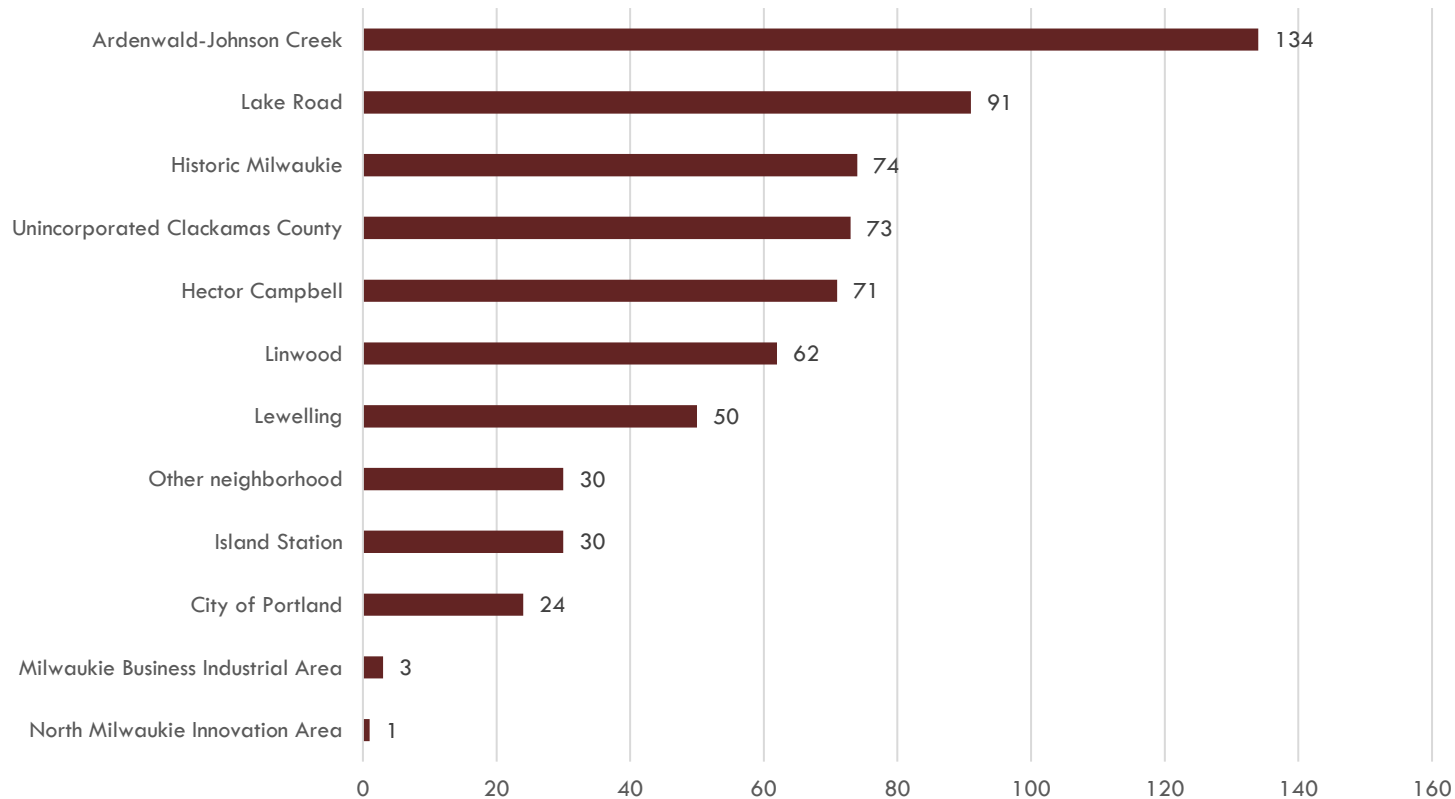
- Those who rent their home
- The business community



Engage Milwaukie

Neighborhood or Business Area

Neighborhood or Business Area



Reaching:

- Top three neighborhoods:
 - Ardenwald-Johnson Creek
 - Lake Road
 - Historic Milwaukie

More effort is needed to reach:

- Milwaukie Business Industrial Area
- North Milwaukie Innovation Area

Engage Milwaukie

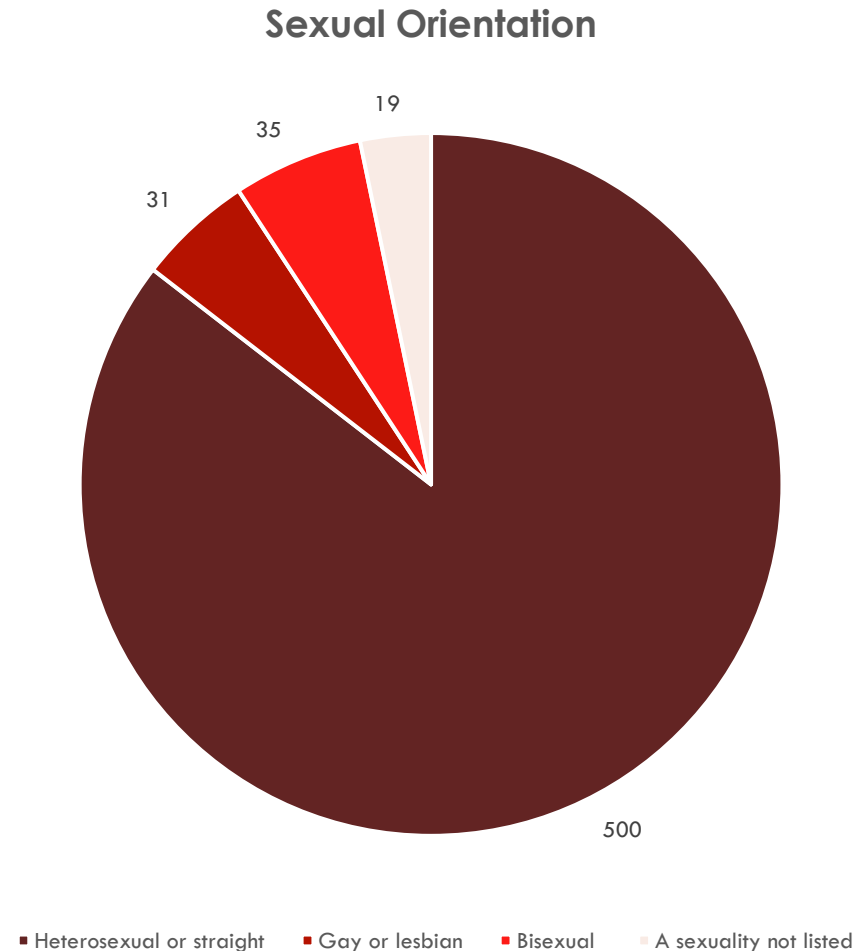
Sexual Orientation

Reaching:

- Heterosexual or straight

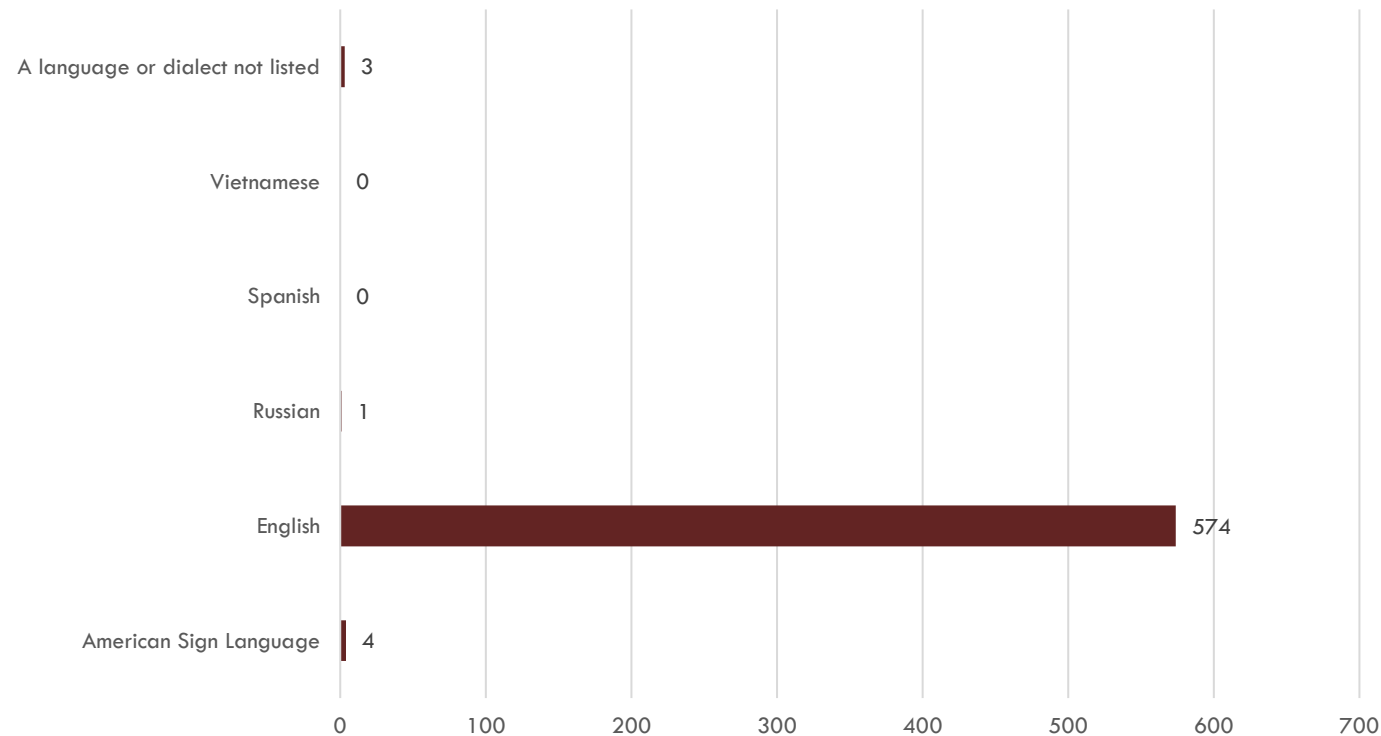
More effort is needed to reach:

- Gay or lesbian
- Bisexual
- A sexuality not listed



Engage Milwaukie

Language Used Most at Home



Language used most at home

Reaching:

- English

More effort is needed to reach:

- Spanish
- Vietnamese
- Russian
- Other

IMPROVE CONSISTENCY OF DATA COLLECTED AND SHARED

- Engage Milwaukie – Online
- Biennial community survey – General public
- Project specific engagement plans – Project by project



A photograph of three women singing into microphones at an outdoor event. They are wearing white t-shirts and black skirts. The woman on the right is wearing a t-shirt with the text 'I CHOOSE LOVE'. A dark teal text box is overlaid on the center of the image.

Evaluate engagement efforts using an equity lens

All engagement efforts include an equity component that has evolved in the past year and will continue to evolve in 2022.



IN PERSON ENGAGEMENT IN 2021

- Community booth at City Hall during Farmers Market
- Events and other opportunities;
 - Prescription Drug Drop-Off and Document Shredding Day (Apr. 24)
 - Juneteenth Celebration (Jun. 19)
 - Carefree Sundays (Sundays in Aug.)
 - Lake Road Improvements Live Q&A (Aug. 25)
 - PGE Electric Tool Exchange (Sep. 12)
 - 42nd/43rd Avenue Improvements Open House (Nov. 3)
 - Arbor Day Celebration (Nov. 6)
 - Vietnam Veterans Remembrance Event (Nov. 11)
 - Celebration on the Paths – Linwood Ave. (Nov. 20)
 - Umbrella Parade and Tree Lighting (Dec. 4)

Engage Milwaukie

Welcome to Engage Milwaukie, the City of Milwaukie's online engagement platform. We know better decisions are made when our community participates, and we want to make that easy. Contribute your ideas and ask questions about projects, at times that work best for you. We're excited to hear from you!

[Register to join the conversation!](#)

Active Projects

Redevelopment Area Five-Year Action Plan

Learn about and weigh in on a five-year action plan for Milwaukie's Urban Renewal Area.

[Participate](#)



Volunteer of the Year 2021

Nominate someone by Feb. 14 who has gone above and beyond in 2021

[Participate](#)



Comprehensive Plan Implementation: Phase 1

City Council public hearing Feb. 1 with focus on



Home Avenue Improvements

Learn more and ask questions. Contractor to start work in February 2022.



Goals for 2022

- Grow registered users on Engage Milwaukie to 1,200 or more
- Kick-off new internal engagement team
- Community booth back at Farmers Market
- Support projects
- Complete community survey

Goals for 2022

- NDAs
 - Transition to hybrid meetings when safe to do so
 - Annual orientation and training
 - Quarterly leadership meetings
 - Develop goals/strategies to diversify
 - Check-in with council in April
- Return of city's signature events and incorporate opportunities to engage
- Other goals as identified through year



FURTHER QUESTIONS



CITY OF MILWAUKIE

COUNCIL STAFF REPORT

To: Mayor and City Council
Ann Ober, city manager

Reviewed: Jason Wachs, community engagement coordinator
Kelly Brooks, assistant city manager

From: Jordan Imlah, communication program manager

Subject: **Communication Program Update**

Date Written: Jan. 20, 2022

ACTION REQUESTED

City Council is asked to listen to a communication program update.

HISTORY OF PRIOR ACTIONS AND DISCUSSIONS

On [Oct. 9, 2018](#), City Council received an update about the city's social media efforts.

ANALYSIS

While City Council has received updates about communication efforts related to specific programs and activities, it has not heard a comprehensive overview of the city's communication program as a whole. This update will include an overview of the communication program manager's primary responsibilities, along with the foundational principles driving those activities, a summary of the city's communication efforts over the past two years and how they evolved during the COVID-19 pandemic, and a look at communication goals for 2022 and beyond.

Primary Responsibilities:

- The Pilot newsletter (11 issues per year)
- Branding
- Marketing & production of outreach materials
- City website
- Social media
- Arts Committee staff liaison

Past Communication Efforts:

- Events and activities
- Community engagement
- Awareness about new programs and initiatives
- COVID-19 pandemic

Goals for 2022 and Beyond:

- Work with the city's equity program coordinator to improve the inclusivity of the city's communication with the community
- Implement a more robust system for capturing analytics for the city's online communication platforms
- Develop and use a more comprehensive evaluation process for communication campaigns
- Expand the use of digital communication platforms along with increased use of video

BUDGET IMPACT

The cost for the activities associated with the communication program are already accounted for in the current biennial budget and no significant increases are expected.

WORKLOAD IMPACT

The proposed goals could lead to an increase in workload for the city's Strategic Engagement Team (of which the communication program manager is a member), however, any increases would likely be minimal.

CLIMATE IMPACT

N/A

COORDINATION, CONCURRENCE, OR DISSENT

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENTS

None

CITY COMMUNICATION

OVERVIEW & UPDATE





BRANDING

LOGO USE

- Maintain logo integrity
- Review any suggested modifications

VISUAL AESTHETICS

- Color palette
- Fonts
- Photo use
- Overall design in coordination with message

WRITING STANDARDS

- Modified AP Style
- Plain language
- Transparency



GRAPHIC DESIGN

PROFESSIONAL

- Centralize requests for efficiency and cost-savings
- Typically use PDX Designs (Gabe Storm)
- Collaboration with PDX Designs has created a signature look

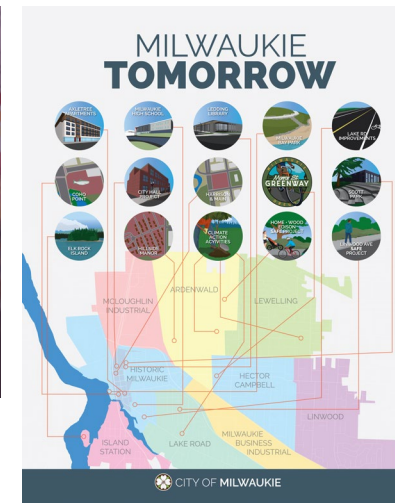
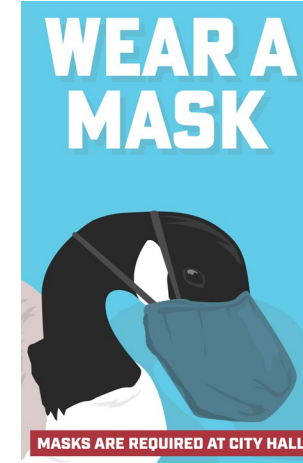
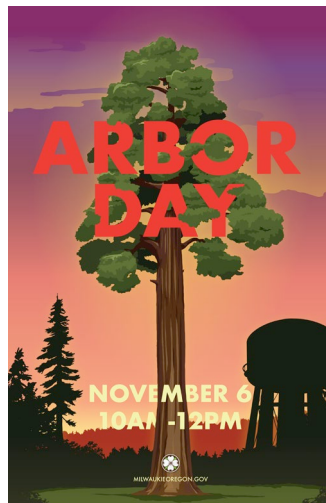
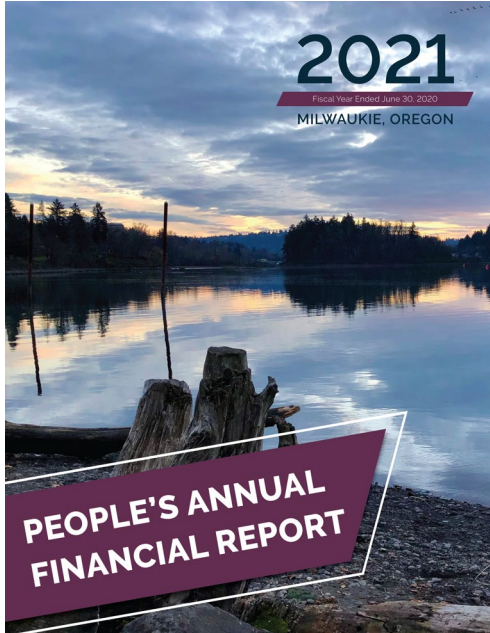
IN-HOUSE

- Help create materials as time allows
- Often happens when there's little to no budget for graphic design
- Limited skills (I'm not a graphic designer, but I like to play one on TV)

REVIEW

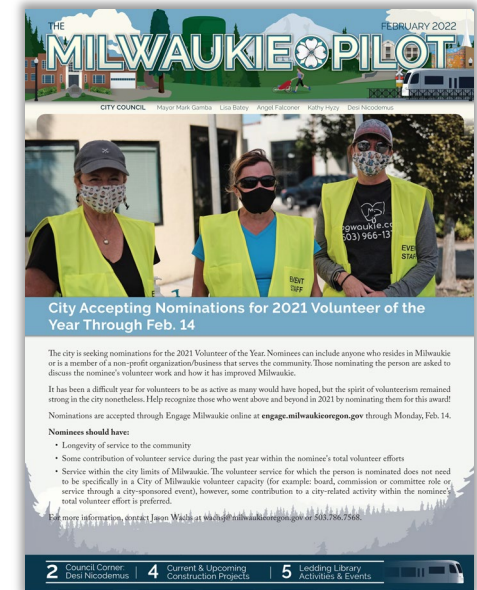
- Designs created by program or project-specific consultants
- Check for compliance with branding standards
- Maintain consistency and coordination with other city materials

MARKETING



THE MILWAUKIE PILOT

- 11 issues per year (no January issue)
- Content driven by submissions from staff, City Council and select community members
- Delivered by carrier route to each address within city limits (and then some)
- Digital versions uploaded to city website
- Began translation into Spanish



CITY WEBSITE

- 1 of 3 webmasters
- Coordinate promotion and placement of information
- Provide training to staff
- Work with content managers for webpage development



SOCIAL MEDIA

FACEBOOK

5,273 followers

INSTAGRAM

1,733 followers

TWITTER

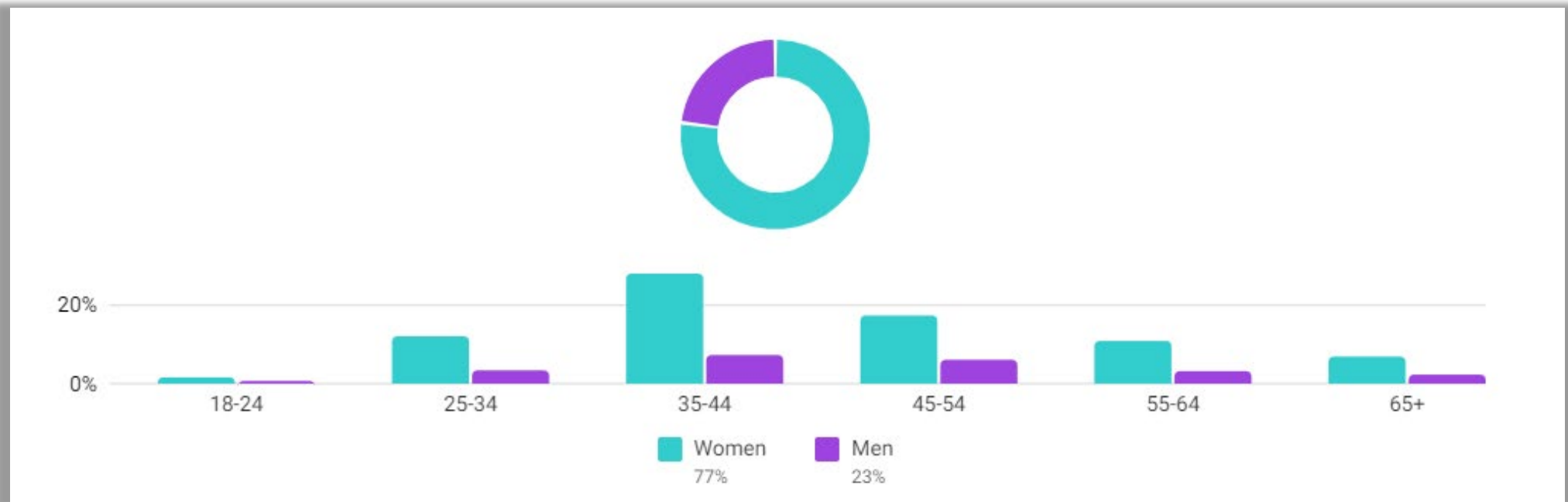
2,221 followers

LINKEDIN

302 followers

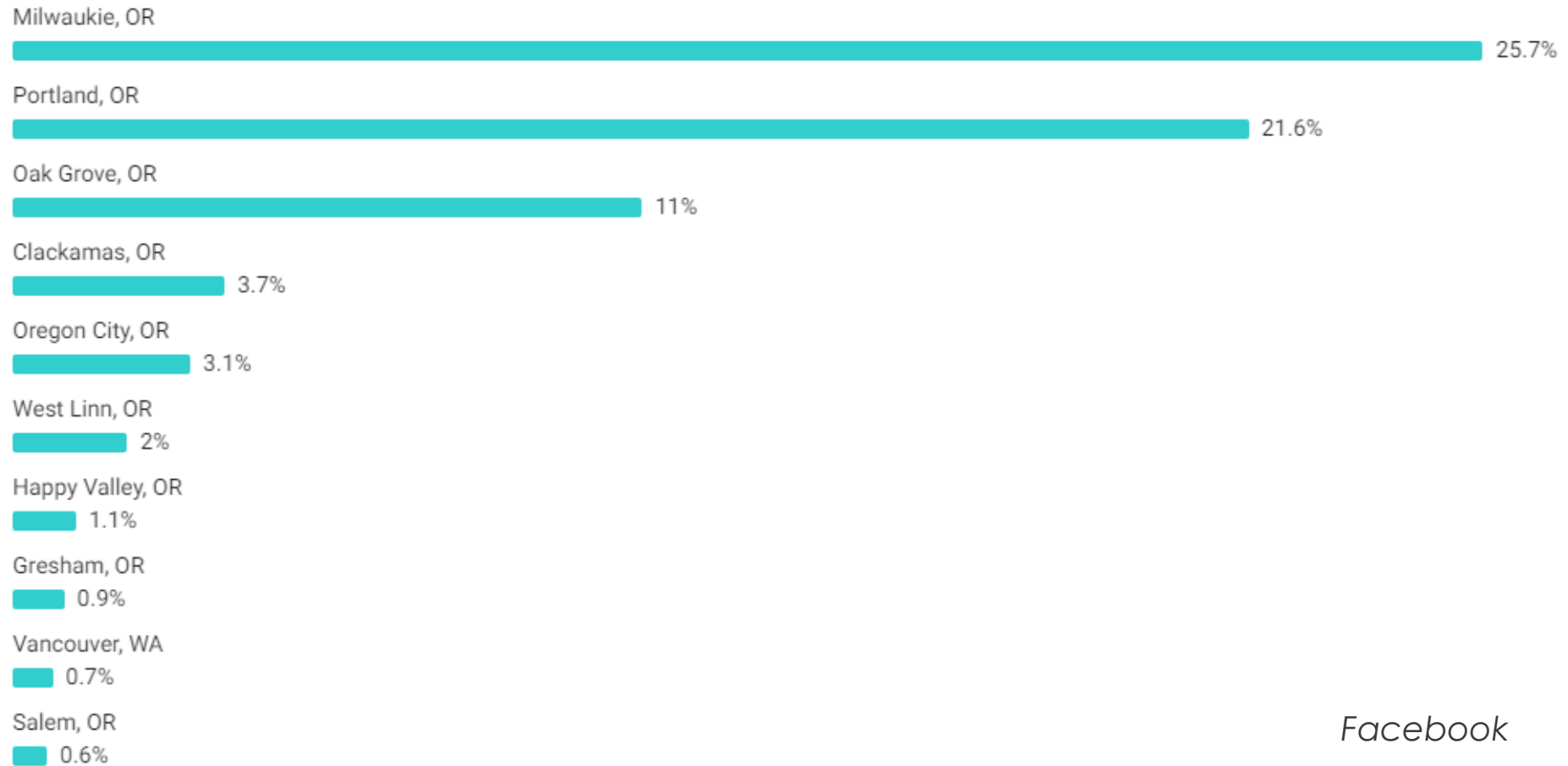


SOCIAL MEDIA: ANALYTICS



Facebook

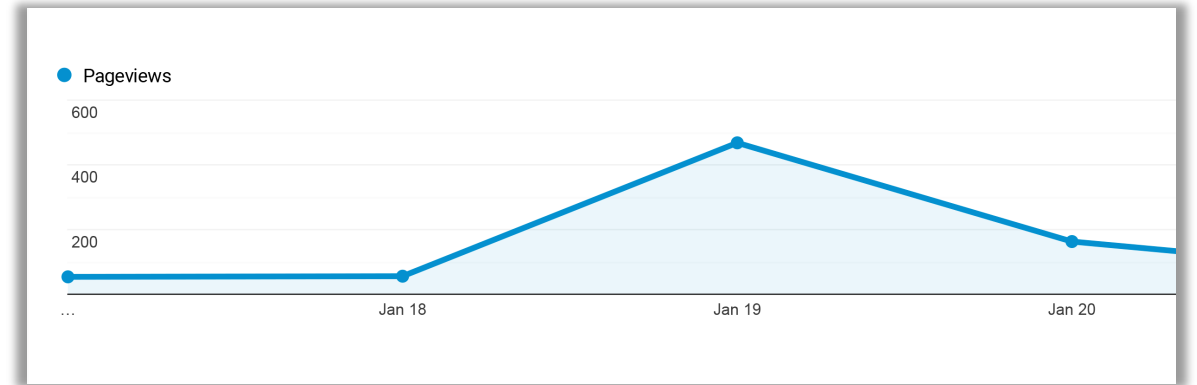
SOCIAL MEDIA: ANALYTICS



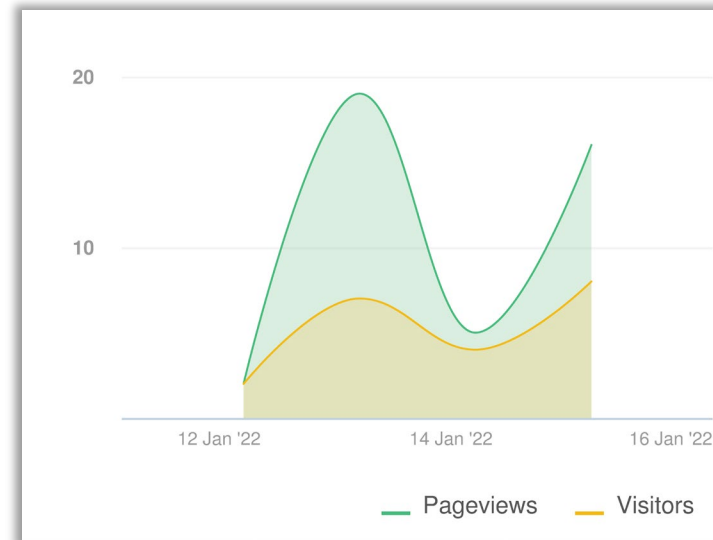
Facebook

SOCIAL MEDIA: ANALYTICS

- Consistently see spikes in views and engagement on both the city website and Engage Milwaukie for Facebook and Twitter posts with links
- Community members frequently comment
- Comments frequently remain civil (for social media)



Part-Time Administrative Specialist Facebook Post



Call for Volunteer of the Year Nominations Facebook Post

ARTS COMMITTEE

- Staff liaison since January 2018
- Assist with committee goals and activities (public murals, events, contests, etc.)
- Help manage sculpture garden
- Key piece of Milwaukie's identity



PAST COMMUNICATION

- COVID-19 pandemic
- Small business relief funding
- Comprehensive Plan Implementation Project
- SAFE program and projects
- City Hall: The Next Chapter
- Emergencies (wildfires, ice, snow)
- Engage Milwaukie
- City events



COMMUNICATION DURING A PANDEMIC

- Finding the “Goldilocks Zone” of communication
- Awareness
- Attendance
- Insatiable desire for content vs. complete disregard for content
- Encouraging action while navigating health guidelines and making safe choices
- Virtual/digital fatigue



GOALS FOR 2022 & BEYOND

- Equity and inclusion
- Analytics
- Comprehensive evaluation process
- Expanded use of digital platforms:
 - Online open houses
 - Interactive community meetings
 - Video



THANK YOU!

Questions or comments?



CITY OF MILWAUKIE



The Housing Authority of Clackamas County



What does the Housing Authority do?

- Public Housing
- Affordable Housing
- Rent Assistance programs
- Resident Services
- Asset Management & Finance
- Development of affordable housing including Metro Bond Funded Projects
- Administration of programs to end homelessness such as SHS



Housing Authority Development Update

Devin Ellin,
Housing Development Manager

Affordable Housing Bond Program

- Voters approved a \$652.8 million Regional Affordable Housing Bond in 2018
- Bond revenues dedicated to Clackamas County are ~ \$116MM
- Clackamas Round 1 NOFA - Jan 2020 ~ \$43MM
- Clackamas Round 2 NOFA - mid-2022 ~ \$23MM



Production Goals for Clackamas County

Create housing for over

2,500



county
residents.

Develop approximately

812



new affordable
housing units.

Meet the needs of
families by making at
least

406



units two
bedroom
or larger.

Develop at least

40%



of new affordable units to extremely
low-income families earning 30% or less of AMI

Create affordable homes for low-income
families earning between



61-80%

of AMI by using up to 10%
of the funding.

Affordable Housing Pipeline

	Unit Progress			
	Viable	Committed	In Construction	Complete
Rosewood Station, Unincorporated				212
Clayton Mohr Commons, Oregon City				24
Hillside Manor, Milwaukie**				100
Webster Road, Gladstone			48	
Fuller Road Station, Unincorporated			100	
Maple Apartments, Oregon City*		171		
Good Shepard Village, Happy Valley*		143		
Marylhurst Commons, Lake Oswego*		100		
Molalla Apartments, Molalla*		60		
Boones Ferry Road, Lake Oswego	50			
Hillside Park Redevelopment, Milwaukie**	500			
Regional Housing Bond Solicitation - Round 2, Countywide***	200			
Total units in pipeline = 1708	750	474	148	336

*Slated to start construction in the first half of 2022

**200 units are rehabbed (Hillside Manor) or new construction (Hillside Park) replacement public housing units

*** NOFA to be released mid-2022 availing approximately \$23M



Clackamas County Supportive Housing Services Program

Vahid Brown,
Supportive Housing Services
Program Manager



Supportive Housing Services Program

- Metro Tax on high income earners and businesses grossing over \$5M
- Clackamas County will receive 21.3% of the tax collections
- Local Implementation Plan developed Spring 2021
- Disbursements began July 2021

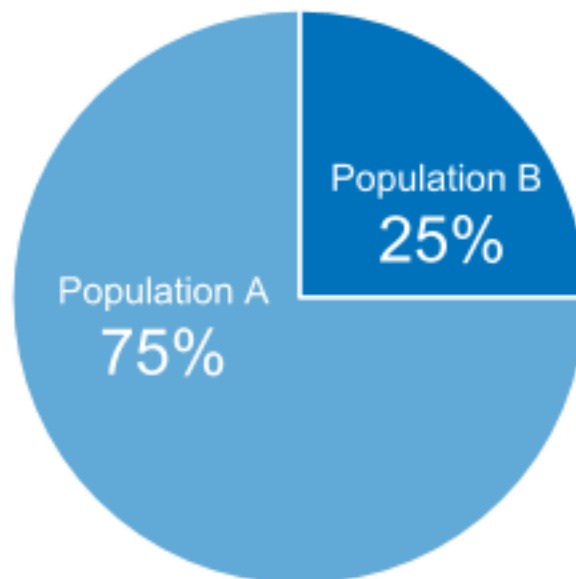
What can SHS funds be used for?

- Supportive housing services
- Regional long-term rent assistance (RLRA)
- Short-term rent assistance (STRA)
- Housing navigation/placement services
- Eviction prevention
- Shelter & transitional housing



Ending Chronic Homelessness

- Population A: 75% of funds must go to serving extremely low-income households with long histories of homelessness and one or more disabling conditions
- Population B: 25% of funds will go toward serving households who are or are at risk of experiencing homelessness.





Local Implementation Plan

Investment priorities phase I

- Increase shelter capacity
- Expand & establish culturally specific services
- Expand wrap around services for housing stability
- Increase all types of outreach & housing placement services
- Expand existing, high performing, contracted programs & services
- Convert vouchers that are time-limited
- Increase internal capacity
- Allocate funds for outreach

Prioritized SHS activities

- Design & evaluate programs with a racial equity lens
- Build supportive housing capacity
 - Regional Long Term Rent Assistance
 - Supportive Housing Case Management
- Ensure participants in time-limited/ emergency shelter programs transition to stable supportive housing
- Stabilize shelter programs & overall system
- Build internal capacity to facilitate program expansion
- Required investment in regional efforts



Initiation of Services

July 2021 – Shelter

- Serenity & Haven Transitional Housing
- Hotel/Motel Emergency Shelter Support (ARPA Funded as of 11/02/21)

October/November 2021 - Supportive Housing

- Regional Long Term Rent Assistance (RLRA) Begins
- Contract awarded to Northwest Family Services to provide Short Term Rent Assistance
- Five contracts awarded to community based organizations to provide Housing Navigation/Placement & Supportive Case Management
- Includes two new culturally specific providers
 - Northwest Family Services
 - Clackamas Women's Service
 - Greater New Hope Family Services
 - Impact Northwest
 - El Programa Hispano Católico

Next Steps

- Tri-County Request for Programmatic Qualifications
- New/Expanded Services in FY21-22 Q3&4
- Development of FY22-23 Work Plan
- Regular reporting and updates on SHS Program implementation progress



Questions and comments

Rodney Cook
H3S Director

rodcoo@clackamas.us

Devin Ellin
Development Manager

DEllin@clackamas.us

Vahid Brown
SHS Program Manager

VBrown@clackamas.us

