



A place where families and businesses thrive.

**City Council Work Session Meeting Minutes
Vision and Values, Facilitator**

**Monday, October 14, 2019
5:30 p.m., Community Auditorium**

***Minutes are unofficial until approved by Council.
Council approved minutes as presented November 12, 2019.***

1. CALLED TO ORDER AND ROLL CALL:

Mayor Peter Truax called the Work Session to order at 5:34 p.m.

ROLL CALL: COUNCIL PRESENT: Timothy Rippe; Ronald Thompson; Elena Uhing; Adolph “Val” Valfre; Malynda Wenzl; and Mayor Peter Truax. **COUNCIL VACANCY:** 1.

STAFF PRESENT: Jesse VanderZanden, City Manager; Paul Downey, Administrative Services Director (in the audience); Tom Gamble, Parks and Recreation Director (in the audience); Bryan Pohl, Community Development Director (in the audience); J. F. Schutz, Police Chief (in the audience); and Anna Ruggles, City Recorder.

2. WORK SESSION: VISION AND VALUES, SARA WILSON, SSW CONSULTING, FACILITATOR

VanderZanden facilitated the above-noted work session, noting the purpose of the work session was to address Council’s Objective 3.14, Develop Core Values and Update the City’s Vision Statement, identified in FY2019-20. VanderZanden introduced Sara Wilson, SSW Consulting, who facilitated the exercise and presented a PowerPoint presentation overview titled “Forest Grove Scoping the Community Vision Process”, which included an overview of community visioning and shared examples of practices from other cities. Wilson opened the floor and roundtable discussions ensued as Councilmembers participated in a facilitated discussion to outline their desired outcomes and determine the level of engagement for the vision and values update process. In conclusion of the above-noted Council facilitated discussion, VanderZanden advised staff will bring back recommendations and next steps. Attachment A is a Memorandum, dated October 23, 2019, SSW Consulting, which includes project outcomes identified by the Council and a recommended approach for updating the vision statement and identifying values.

Council took no formal action nor made any formal decisions during the work session.

3. **ADJOURNMENT:**

Mayor Truax adjourned the work session at 6:45 p.m.

Respectfully submitted,

Anna D. Ruggles, CMC, City Recorder

Date: October 23, 2019

To: Jesse VanderZanden,
City Manager, City of Forest Grove

From: Sara Singer Wilson,
Principal/Owner, SSW Consulting

Subject: Updating the Community Vision + Values

Introduction and Background

On October 14, the City Council of Forest Grove convened a work session to discuss *Council Objective 3.14: Develop core values and update the City's vision statement*. SSW presented an overview of community visioning and shared examples of practices from other cities. The Council participated in a facilitated discussion to outline their desired outcomes and determine the level of engagement for the vision and values update process.

This memorandum includes project outcomes identified by the Council and a recommended approach for updating the vision statement and identifying values which aligns with the Council's desired level of public outreach. These recommendations are intended to assist staff in finalizing a scope of work for this project.

The recommendations assume the involvement of several partners to oversee the project including a consultant, City staff, City Council, and a project Task Force.

Community Vision + Values Project Outcomes

In considering the scope of the project, it is important to determine the desired outcomes for this effort. The City Council had much discussion regarding the outcomes of the vision and values project, and they expressed alignment around the following:

- Develop an updated vision that is succinct and provides unity of purpose and direction for the community and its partners.
- Identify and communicate the values that reflect the Forest Grove community of today.
- Develop a vision plan and values that are flexible and responsive to the changing needs of the community. It should include a process for regular plan evaluation and updates.
- The engagement plan should be inclusive of the greater community. We should engage those who care about the future of Forest Grove including residents, community partners, and people beyond the city limits. The engagement should be intentional about reaching those who are not typically represented.

There are many existing resources that can be referenced in the development of the vision and values, including the City's existing master plans, strategic plan, goals and action plans. Throughout these documents, the City has referenced values and ideas for the future of Forest Grove. While they do not explicitly highlight the community's values, they can serve as helpful tools in identifying the vision and values for the future.

Engagement Methods + Stakeholders

The engagement plan should be designed to reach the broader community as well as serve as a springboard for developing strong relationships with community partners. The Council expressed a desire to utilize new engagement tactics, especially for reaching marginalized groups. The Council is also interested in hosting community forums outside of the traditional auditoriums and civic spaces, and instead go where people feel most comfortable (ex./ churches, schools, parent teacher conference night, farmers market, etc.). The Council expressed a desire to hear from everyone to develop a vision statement and values that truly reflect the community. Other stakeholders should include youth, Pacific University, Forest Grove's Boards and Commissions, and other community agencies.

SSW recommends considering the following tasks to prepare for the community engagement process:

- Prepare a community profile and stakeholder map. The profile should include the demographic information for Forest Grove. This will serve as the foundation for targeting the engagement efforts to ensure all groups of the community are being reached. Working with the Council and City staff, prepare a map of all stakeholder groups.
- Develop a consistent project brand. The branding of the project is important as it can serve as the foundation for all engagement materials. It is important that the community can easily recognize the initiative and get involved at multiple levels (online, in-person, etc.).
- Identify and appoint a diverse group of community residents and partners to serve on a task force. This group will be instrumental in guiding the engagement plan and working to engage the broader community and build lasting partnerships.
- Develop a community engagement plan. In developing the engagement plan, consider the use of the following tools: social media, Nextdoor, fact sheets, online surveys, presentations/"meeting in a box", project website/web page, community leader interviews, youth engagement, community events (farmers market, summer concerts, school events, etc.), open house/events at non-traditional venues, focus groups, intercept surveys (could be on the street or at community events), project video, and other written materials (press release, newsletter articles, etc.)

Preparing the Vision + Values

Through a variety of outreach tools, a team including a consultant, City staff, City Council, and the project Task Force will begin gathering ideas from the various stakeholder groups. The outreach approach for each group should be tailored to be culturally and generationally appropriate. As part of the community building strategy, the project team should enlist the help of staff, task force members and volunteers to assist with the outreach efforts.

This information will be captured in a database of ideas which would be sorted by community themes. The data will be used to craft the draft vision and values. The plan will be reviewed and updated to ensure it is consistent with the project goals and outcomes identified by the City Council. The final report should be reviewed by City staff and presented to the Task Force and the City Council for final approval.

The final document will also include language outlining the process for review and evaluation of the vision and values to ensure they continue to be relevant and aligned to the community.

Recommendations for Next Steps

1. The City should identify the internal project team by enlisting the support of a consultant and identifying staff who will support this project.
2. The project team should review internal documents/resources (Master Plans, strategic plans, etc.) and demographic data to develop the community profile.
3. The City Council should review the community profile and identify members to serve on the Project Task Force. They can also begin work on mapping the community stakeholders. This work could be completed at the February 2020 City Council Retreat.
4. Following the City Council retreat, the project team should develop a project charter, a project timeline, assemble a draft engagement plan, and invite the task force members to a project kick-off meeting.