



CITY COUNCIL AGENDA

February 20, 2025 at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

YouTube: <https://youtube.com/c/cityofwilsonvilleor>

Zoom: <https://us02web.zoom.us/j/81536056468>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with the City Recorder:

CityRecorder@ci.wilsonville.or.us or 503-570-1506

Individuals may submit comments online at: <https://www.ci.wilsonville.or.us/SpeakerCard>,
via email to the address above, or may mail written comments to:

City Recorder - Wilsonville City Hall

29799 SW Town Center Loop East, Wilsonville, OR 97070

CITY COUNCIL MISSION STATEMENT

To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.

REVIEW OF AGENDA AND ITEMS ON CONSENT [5:00 PM]

COUNCILORS' CONCERNS [5:05 PM]

PRE-COUNCIL WORK SESSION [5:10 PM]

- A. [Tourism Development Strategy \(Mombert\) \[30 min\]](#)
- B. [Housing Our Future \(Rybold/Pauly\) \[40 min.\]](#)

ADJOURN [6:20 PM]

EXECUTIVE SESSION [6:30 PM]

ORS 192.660(2)(a) Employment of Public Officers, Employees and Agents

ORS 192.660(2)(f) Exempt Public Records

ORS 192.660(2)(h) Legal Counsel/Litigation

ADJOURN [7:20 PM]

Break to switch Zoom accounts [10 min.]

CITY COUNCIL MEETING

The following is a summary of the legislative and other matters to come before the Wilsonville City Council a regular session to be held, February 20, 2025 at City Hall. Legislative matters must have been filed in the office of the City Recorder by 10:00 a.m. on February 4, 2025. Remonstrances and other documents pertaining to any matters listed in said summary filed at or prior to the time of the meeting may be considered there with except where a time limit for filing has been fixed.

CALL TO ORDER [7:30 PM]

1. Roll Call
2. Pledge of Allegiance
3. Motion to approve the following order of the agenda.

MAYOR'S BUSINESS [7:35 PM]

4. [Wilsonville Wildcats Week Proclamation](#)
5. [City Manager Employment Agreement Amendment](#)
6. [Upcoming Meetings](#)

COMMUNICATIONS [7:50 PM]

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS [7:50 PM]

This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS [8:05 PM]

7. Council President Berry
8. Councilor Dunwell
9. Councilor Cunningham
10. Councilor Shevlin

CONSENT AGENDA [8:25 PM]

11. [Minutes of the February 3, 2025 City Council Meeting. \(City Recorder\)](#)

NEW BUSINESS [8:30 PM]

CONTINUING BUSINESS [8:30 PM]

PUBLIC HEARING [8:30 PM]

12. [Resolution No. 3187 \(Legislative Hearing\)](#)

[A Resolution Of The City Of Wilsonville Authorizing A Supplemental Budget Adjustment For Fiscal Year 2024-25. \(Smith\)](#)

CITY MANAGER'S BUSINESS [8:40 PM]

LEGAL BUSINESS [8:45 PM]

ADJOURN [8:50 PM]

INFORMATIONAL ITEMS – No Council Action Necessary

[City Manager Reports](#)

**AN EXECUTIVE SESSION MEETING WILL
IMMEDIATELY FOLLOW THE CITY COUNCIL MEETING**

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the City Recorder Kimberly Veliz at CityRecorder@ci.wilsonville.or.us or 503-570-1506 or assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1506.



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: February 20, 2025		Subject: Tourism Development Strategy Update	
		Staff Member: Zoe Mombert, Assistant to the City Manager, and Mark Ottenad, Public and Government Affairs Director	
		Department: Administration	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: N/A	
Staff Recommendation: Staff recommends Council provide feedback on the draft Tourism Development Strategy.			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input type="checkbox"/> Adopted Master Plan(s):	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Review the draft Tourism Development Strategy and provide direction.

EXECUTIVE SUMMARY:

The original Tourism Development Strategy (“Strategy”) was adopted by the City Council on May 5, 2014 (Resolution No. 2468). The Strategy was developed with input from a 17-member volunteer Tourism Development Strategy advisory task force with input from the community. Over the past 10 years, the City has made considerable progress on the actions outlined in the strategy (Attachment 2), the community has grown, and the tourism landscape continues to evolve.

In 2023, the Tourism Promotion Committee included the Tourism Development Strategy project in their Five-Year Action Plan and Annual One-Year Implementation Plan that was approved by City Council. The draft Tourism Development Strategy (Attachment 1) was developed by Whereabout Destination Services (consultant) with input from the Tourism Promotion Committee members, other tourism stakeholders and the community. The draft Strategy includes the vision for the tourism-promotion program, the existing attributes of the community and the draft strategy. The strategy includes nine (9) objectives, which will be achieved by implementing nearly 30 actions in three phases over the next 10 years. As a “living document,” the Strategy is updated annually, and actions will be prioritized by the Tourism Promotion Committee’s yearly Five-Year Action Plan and Annual One-Year Implementation Plan.

BACKGROUND

Originally produced in 2013 and adopted by City Council in May 2014, the *Wilsonville Tourism Development Strategy* (“Strategy”) provided fieldwork research and a general blueprint for local-area Tourism Development Strategy services, together with a set of recommendations for both short- and long-term actions. The Strategy established the “Visit Wilsonville,” later modified to “Explore Wilsonville,” destination-marketing program and called for the creation of a Destination Marketing Organization (DMO) or Tourism Promotion Committee (“Committee”), together with development of a tourism website and other tourism marketing efforts.

The Committee prioritized in 2015 key components of the Strategy and is working through those elements via annual approval of a larger five-year action plan and a more specific one-year plan targeted for implementation the following fiscal year. Thus, the Strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”) that acts as a business plan approved by the Committee and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Development Strategy Services Program* (“Program”) developed by the City’s destination-marketing and tourism-promotion contractor, JayRay Ads & PR of Tacoma, Washington, with input and direction by the Committee and approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general ongoing professional services, including website development and management, social media, public relations, marketing and advertising.

Over the last 10 years, many recent activities have prompted the City to seek an update to the 2014 Tourism Development Strategy. During the intervening time, many steps such as establishing an oversight committee and creating a tourism website and visitor itineraries were completed. The Covid pandemic created a disruption to traditional travel plans for both business and leisure visitors. A “new normal” may have evolved in terms of travel. Local attractions, including the World of Speed (motorsport museum) and Regal Cinemas movie theater closed, while a new 4-star hotel, Hilton Garden Inn, opened in 2018 and Holiday Inn Wilsonville/South Portland undertook a major remodel. The new Tourism Development Strategy is to act as the ‘guide’ for the Explore Wilsonville destination-marketing and tourism-promotion program for the next 10 years. As a “living document,” and noted above, the Strategy is updated annually by a Five-Year Action Plan and Annual One-Year Implementation Plan.

EXPECTED RESULTS:

The updated Tourism Development Strategy outlines the work of the Committee over the next 10 years. By implementing the actions within the Strategy, the City can become “alive with a vibrant sense of community, culture and heritage.”

TIMELINE:

The City posted a request for proposals (RFP) for a Tourism Promotion Strategy on September 7, 2023, and received three (3) proposals by the October 27, 2023, deadline. The Tourism Promotion Committee reviewed the proposals on November 9, 2023, then interviewed the consultant teams on November 29, 2023, before selecting Whereabout Destination Services to complete Wilsonville’s Tourism Development Strategy. The same consultant team had successfully worked with both of the City’s tourism partner agencies, Clackamas County’s Oregon’s Mt. Hood Territory and the Washington County Visitors Association, dba Explore Tualatin Valley.

The Tourism Promotion Strategy project kicked off in January 2024. During the spring of 2024, the consultant team interviewed 10 individual stakeholders including government partners, industry experts and active individuals in the tourism industry. They gathered qualitative insight into the City’s tourism challenges and strengths. A tourism destination survey was also conducted from February – May 2024, which yielded a moderately low sample size of respondents. Finally, the consultants conducted a three-day in-market assessment in June 2024.

A small planning team made up of City of Wilsonville and industry stakeholders met five (5) times during September – October 2024 to develop the vision, competitive position, keys to destination evolution, objects and collective impact model for the strategy,

The Committee received updates and provided input on the project at their February 28, May 1, September 13, and October 11, 2024, meetings as well as their January 29, 2025, meeting. The Committee will meet to discuss and recommend the Strategy for adoption at the scheduled March 19, 2025, meeting.

CURRENT YEAR BUDGET IMPACTS:

The Tourism Development Strategy project budget, of \$100,000 was split between fiscal year 2023-24 and fiscal year 2024-25. Tourism Promotion Committee projects are funded by transient lodging tax (TLT) revenue paid by overnight guests at Wilsonville's lodging properties.

COMMUNITY INVOLVEMENT PROCESS:

The consultant team reviewed several master plans, including but not limited to, the Parks Comprehensive Master Plan, Town Center Plan, and Arts, Culture and Heritage Strategy as well as the 2024 Citizen Survey. The consultant team interviewed 10 individual stakeholders including government partners, industry experts and active individuals in the tourism industry. They gathered qualitative insight into the City's tourism challenges and strengths. A tourism destination survey was also conducted from February – May 2024 which yielded a moderately low sample size of 54 respondents. The strategy was also discussed at six (6) Tourism Promotion Committee meetings that are open to the public.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

The Strategy is intended to increase overnight lodging in Wilsonville.

ALTERNATIVES:

The City Council can direct staff to proceed with the Strategy, make modifications to the draft Strategy, or choose not to provide any direction.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Draft Tourism Development Strategy
2. 2023 Progress Evaluation Summary of the Wilsonville Tourism Development Strategy of May 2014

DRAFT

EXPLORE WILSONVILLE
TOURISM DEVELOPMENT STRATEGY
2025-2035

February 2025

A Message from Wilsonville's Mayor

Mayor's Message TBD

Wilsonville City Council Mission

To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.

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- Implementation: Collective Impact Model
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Introduction

Travel and tourism play a central and powerful role in community and economic development. Travelers choose to visit places where people like to live—places that offer a high quality of life, opportunity for prosperity, pleasant weather, good food, and scenic beauty. In other words, what makes a place a successful tourism destination depends on precisely the kind of experiences that make any place a successful community.

Wilsonville is fortunate in that it already enjoys so many of the elements that make a strong, active, and attractive community. As you will see over the following pages, this Tourism Development Strategy is designed to leverage those strengths and add to them in ways that will benefit residents, attract visitors, create a positive impact on the local economy, and improve the ability of small businesses to thrive.

The Wilsonville Tourism Development Strategy serves as a guide for intentionally growing the travel and tourism experience of Wilsonville. It provides a vision of the destination of Wilsonville in 2035, and the strategies to help make that vision a reality. It outlines strategies to build attractions, create jobs, and enhance assets in service of the vision. It provides phasing of strategies over the planning horizon, taking into consideration actions that are already underway, some early significant wins, and dependencies between strategies and existing City master plans for parks & recreation, arts & culture, and the Town Center. It also identifies potential partner organizations in the region and an initial cost barometer for each of its nearly 40 strategies. Ultimately, this plan lays out a path toward tourism development that is coordinated, efficient, and tailored to the unique conditions of Wilsonville.

The final goal of this plan is to help solidify residents' connection to Wilsonville and to grow their connection to the people who choose to visit here. Hesitation to welcome visitation in your community is one thing, and is not uncommon; understanding and accepting visitation's benefits is another, much rarer thing. We believe that the plan set forth here will help Wilsonville and its residents achieve the latter.

Matthew Landkamer & Greg Netzer
Whereabout

Process & Methodology

January 2024 - June 2024: Discovery & Analysis

From January to June 2024, the Whereabout team of destination strategists dove into learning about Wilsonville using a variety of sources of information. This included:

Background Document Review. Beginning in February 2024, the consulting team reviewed 28 existing data sources provided by Wilsonville regarding the visitor economy, including data on economic impacts, visitor spending, hotel performance, prior strategic planning documents, community surveys, and several related City-planning efforts.

Interviews. From March through May 2024, the Whereabout team interviewed 10 individual stakeholders to gain greater qualitative insights into Wilsonville, its challenges, and its strengths. Interviewees included government partners, industry experts, and individuals active in the local tourism economy.

Surveys. A tourism destination survey was live in February-May 2024. It was crafted to gain input into the destination from a wide range of stakeholders across city residents and employees, and was promoted via direct email, the *Boones Ferry Messenger*, and the City website. A relatively small sample size of 54 respondents nonetheless corroborated what we learned in interviews and desk research. Questions focused on:

- Tourism drivers, assets, and experiences
- Visitor destination perceptions
- Tourism support and enablers
- Tourism opinions
- Challenges and opportunities

In-Market Destination Assessment. The consulting team visited Wilsonville to get a first-hand view of the visitor experience. This three-day visit focused on destination facets—such as lodging, retail, outdoor recreation, entertainment, and dining. For each facet, the team visited a number of places throughout the community and rated their experience based upon nine dimensions: mix, accessibility, location, hours, authenticity, quality, service, price, and appeal.

June 2024: Current State Analysis. The findings from the Discovery Phase were synthesized into a holistic assessment of Wilsonville’s tourism landscape. This analysis

highlighted 11 Key Strategic Considerations for the Planning Team to address during the planning phase:

1. Bring the Family
2. Play Ball with Youth & Amateur Sports
3. Build It and They Will Come
4. A Walkable Town Center: The Brass Ring
5. Champion Accessibility and Transportation
6. Reconnect Wilsonville to the River
7. Enable Outdoor Recreation to Draw Engaged Visitors
8. Develop Multiple Centers of Gravity
9. Anchor the Economy with a Center for Culture
10. Collaborate To Become a Regional Destination
11. Build a Destination Marketing and Management Organization

The report concludes with appendices that include Macro Tourism Trends, Local Tourism Trends, In-Market Assessment, Stakeholder Survey, Progress Evaluation, City Council Goals, and Sources Cited. This analysis served as the foundation of the Tourism Development Strategy.

September 2024 – October 2024: Drafting the Tourism Development Strategy

The Whereabout team led a process to craft the Tourism Development Strategy, working with a Planning Team with representation from the City of Wilsonville’s Explore Wilsonville tourism-promotion program (Tourism Promotion Committee) and tourism industry stakeholders. In September and October 2024, the team worked together through five in-person workshops to review the Current State Analysis and develop the Tourism Development Strategy. Four additional community conversations were part of the process: a September 11 presentation to share progress with the Tourism Promotion Committee; an updated report to the Tourism Promotion Committee on October 15; a November 6 briefing with Oregon’s Mt. Hood Territory (Clackamas County Tourism and Cultural Affairs Division); and a November 11 briefing with the Washington County Visitors’ Association, dba Explore Tualatin Valley.

In this time, the Planning Team crafted:

- Vision. This statement describes what will be different in Wilsonville if it is successful in shaping a compelling destination and a thriving visitor economy. (see page X)
- Competitive Position. This describes what makes Wilsonville singularly unique as a destination, and what it has to share with potential visitors. (see page X)

- Keys to Destination Evolution. These are a general set of tourism drivers unique to Wilsonville: “Family Sports & Recreation”; “Friend Group Wine & Wellness”; and “Business to Bliesure.” For each, the Team articulated a foundational, promotional, and aspirational level of actualization. (see page X).
- Nine Objectives. These are high level areas of strategic focus that will guide development of the destination over the coming ten years and will help make the Vision a reality. (see page X). Each Objective is further defined by:
 - A set of Strategies that, when implemented, will help make the Objective a reality. Each Strategy has an accompanying rough order-of-magnitude cost as well as key partners to carry out the work. In all, there are 39 Strategies.
 - Two to three Indicators per Objective that specify how to measure progress toward achieving the Objective.
- Collective Impact Model. This model recognizes that the work of the Tourism Development Strategy is greater than what the Tourism Promotion Committee can accomplish alone, and that a collective approach is needed to work towards its success. (see page X)

The outcome of this process—the Tourism Development Strategy—is rooted in the idea expressed in the following graphic, namely, that a deliberate shaping of the experience will result in a better quality of life for its residents.

INSERT GRAPHIC

How to use this Plan

The work to be done is centered around nine Objectives:

1. Build Destination Management Capacity & Connections
2. Accelerate Sports & Outdoor Recreation
3. Nurture & Attract Impactful Events
4. Enhance & Elevate Willamette River Access
5. Invest in Town Center Development
6. Focus on Access & Transportation
7. Support the Growth of our Arts & Culture Ecosystem
8. Highlight Food & Beverage
9. Diversify & Expand Lodging Options

Each of these Objectives is supported by a set of Destination Strategies that are distributed over three phases.

Phase 1, Seeding Growth (page X), covers the first four years of the planning timeframe and includes 16 strategies.

Phase 2, Supporting Growth (page X), covers years five through seven of the planning timeframe and includes XX strategies.

Phase 3, Reaping Rewards (page X), covers the last three years of the planning timeframe and includes XX strategies.

While work may be happening on several strategies at a time, each is denoted by a number that indicates the phase in which they should occur. The timeframes for the three phases are approximate but should serve as a guide to the major divisions of the work.

In order to ensure that Objectives and Strategies track toward success, the Tourism Promotion Committee will convene a team dedicated to the implementation of this plan. The membership of this team will include key stakeholders, with other partners brought in for task-specific endeavors. (see Collective Impact Model, page X) Regular meetings will track progress and—more importantly—identify opportunities for course correction. Working teams should be identified to undertake each of the strategies that are underway at a given time, and those teams should identify action steps necessary and how they will know when the strategy has been completed. They should regularly report on their progress to the broader team.

This plan is not meant to be a rigid to-do list. Rather, it is meant to be a living document that is able to evolve and respond to what is happening on the ground. The Tourism Promotion Committee and the team will revisit this plan in a couple of years to ensure it remains the right course of action and will make adjustments as needed.

Vision

In 2035, Wilsonville is a city alive with a vibrant sense of community, culture, and heritage.

Years of thoughtful visioning, planning, and community engagement helped to bring the Wilsonville Town Center plan to fruition, and it has catalyzed the commercial center of the City. The lifestyle center-type development thrives with a variety of restaurants, eclectic local shops, and global-brand retail stores, and acts as the center of an expanded public transportation system. Residents and visitors alike flock here to shop at the international grocery market, view the work of important regional artists in galleries, or stock up on gear from a breadth of outdoor recreation outfitters.

Over the past decade, Wilsonville's dining culture has blossomed into a unique mix of approachable family-friendly dining, independent bistros and coffee shops, and elevated farm-to-table experiences. This varied and exciting array of choices is most noticeable in the Town Center, though a new food hall collaborative featuring food carts and a local produce market attracts much interest at its home on the west side of I-5. The town feels almost abuzz at Friday Happy Hour, and two new venues offer music and dancing until midnight, five nights a week.

The Town Center has become the beating heart of Wilsonville, and has among other things created the opportunity to grow other areas of the local economy.

This shows up most clearly in the expanding number of events and attractions available to residents and visitors alike. There is a nightlife to enjoy in Wilsonville now that emerged from the growth of the city, making it a true 18-hour community. Some of the Willamette Valley's most lauded wineries have opened tasting rooms here, and two new breweries have set up operations. Touring musicians and theater companies now perform regularly in the cultural center's theater, and that in turn has led to a handful of smaller local venues for live music. A multicultural festival features music, food, and art from cultures across the globe. And daytime activity is booming as well, with a new indoor sports complex and more outdoor playing fields that are now home to a number of regional tournaments. Lodging has expanded to serve the growing number of visitors, including a family-friendly lodge that has drawn even more families to the City.

Outdoor recreation has become a focal point of the City, especially now that there is safe, easy access to the Willamette River just south of the Town Center and a new bike and pedestrian bridge tying the City to the region's nonmotorized infrastructure. The city is now a hub of cycling activity throughout the northern Valley, connecting the Willamette Valley Scenic Bikeway to the Portland metro-area Ice Age Tonquin Trail. Where trails now connect with regional trails south of Memorial Park, you can rent, buy, or service mountain bikes, road bikes, and e-bikes. At the river landing, from which you can now explore the waterway from the Willamette Falls Locks to Newberg and

Champoeg, you can rent kayaks and stand-up paddleboard equipment for river recreation. The Portland Spirit now shows visitors the river's splendor all the way to the Wilsonville landing and up to Newberg. Outdoor recreation activity is booming across the region, as Wilsonville's regional tourism partners are helping to promote the connectedness of the region's many trails and campgrounds.

And the region's culture and heritage play a major role in the surge of visitation. Several historical organizations work together to offer guided tours of the sites of key pioneer movements of the region, from Aurora National Historic District to Champoeg State Heritage Area. An annual heritage festival highlights the genesis of northern Willamette Valley communities through a celebration of culture, craft, and music, and draws people from across the Pacific Northwest. And this appreciation of culture expanded into more modern expressions of art and craft throughout the community. An expanded public art program showcases contemporary and historical events and experiences via murals commissioned by the City from local artists. A new cultural event center features a mid-size venue for local and touring performances, and has created such a focus of cultural activity that galleries, maker spaces, artist studios, and cafes have opened nearby. And this burgeoning attention to culture has helped support the expansion of a City grant program, which helps local nonprofit organizations build their capacity to stage cultural events and maintain culturally important sites and venues. Together these developments have created a community focus on learning and reflection, which has naturally drawn visitors intent on artistic experience, personal development, and wellness. Even wedding venues are now booked a year in advance by out-of-state celebrants.

Finally, because of the City's growth in visitation, the infrastructure that supports tourism has continued to strengthen and expand. Mini visitor centers offer advice and regional tourism maps from retail stores, park offices, and digital kiosks across the City. An iconic visual identity for Wilsonville has created so much favor and pride that it is displayed by local businesses and citizens alike, in store windows, billboards, and bumper stickers. An expanded wayfinding system makes navigating the region easier than ever. The City created a new professional staff position to handle the expansion of its tourism program, which is known and respected by DMOs across the region. It's even easier to get to Wilsonville now, thanks to the expanded Westside Express Service and new transportation options to and from the Portland International Airport.

The Wilsonville that residents and visitors now experience is the model of an elevated regional culture—a welcoming, vital city that pays homage to its past and celebrates its future.

Competitive Position

Wilsonville is in the heart of it all, offering:

- A dual gateway with easy access to Portland and Salem, wine country, tax-free shopping, a unique free transit system, and major transportation routes
- The largest inventory of diverse lodging options in the South Portland Metro area and North Willamette Valley region
- A relaxed, safe, and family-friendly vibe
- A center of culture and heritage, including the Oregon Korean War Memorial and Interpretive Center, Aurora Colony National Historic District, Champoeg State Heritage Area, public art, and many other historic sites and museums
- Access to ample outdoor recreation including cycling routes, Willamette River access, golf courses, and sports fields at Memorial Park
- A growing culinary and beverage scene, including farm-to-table options
- A rich tapestry of parks, green spaces, and natural environments, including a large number of State Heritage Trees

Keys to Destination Evolution

To help craft this Tourism Development Strategy, three primary tourism drivers were identified. These are travel motivators already present for Wilsonville and which drive a significant segment of its current visitation, and which can evolve to be even stronger drivers. These drivers can be understood through three levels:

Foundational drivers. These include those facets of travel and tourism that already exist. These have served to create a basis for the visitor economy upon which to grow the tourism industry.

- Two-night stays for sports events
- Wine country day trips
- Single-night stays for pass-through leisure and business

Promotional drivers. These represent the immediate growth opportunity for Wilsonville to expand its travel and tourism reach, and to build upon its foundational drivers.

- Expand family visits to additional activities
- Single night stays for wine country excursions
- Business and pass-through travelers engage with local economy beyond the hotel

Aspirational drivers. These demonstrate where Wilsonville seeks to grow to expand its tourism footprint, gain new visitation, and evolve its reputation as a destination.

- Return visits for outdoor recreation without a tournament
- Multi-night stays for wine & wellness weekends
- Return visits for multi-day events and remote work

	Family Sports & Recreation	Friend Group Wine & Wellness	Business To Bliesure
Aspirational	Return visits for outdoor recreation without a tournament	Multi-night stays for wine & wellness weekends	Return visits for multi-day events and remote work
Promotional	Expand family visits to additional activities	Single night stays for wine country excursions	Business and pass-through travelers engage with local economy beyond the hotel
Foundational	Two-night stays for sports events	Wine country day trips	Single-night stays for pass-through leisure and business

Destination Objectives, Strategies, and Indicators

Objective 1: Build Destination Management Capacity and Connections

1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff

1.14 Increase City Transient Lodging Tax (TLT) rate to augment and stabilize the marketing budget for Explore Wilsonville

1.15 Increase connections with partner DMOs at the regional and state levels

1.16 Increase Explore Wilsonville visibility at industry events and within our community

3.9 Determine the threshold at which dedicated destination staff or a separate DMO organization is necessary and prepare for that transition

Indicators

- Grow TLT collections by 10% from 2025 baseline
- Increase hotel occupancy one percentage point year-over-year from 2025 baseline
- Increase average daily visitor spend 3% year-over-year from 2025 baseline

Objective 2: Accelerate Sports & Recreation

1.2 Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage

1.3 Identify and evaluate funding strategies for continued investment in current and planned park and outdoor sports facilities

1.4 Conduct feasibility study for an indoor sports/entertainment complex with potential adjacent lodging facility

Indicators

- Expand indoor sport court space by 75,000 square feet by 2035
- Increase number of visitors to City parks 1.25 year-over-year from 2025 baseline
- Annual growth in SMERF (Society, Military, Educational, Religious, and Fraternal) business, as measured by local hotel survey

Objective 3: Nurture and Attract Impactful Events

2.1 Identify and execute opportunities for funding events and festivals, with a focus on outdoor recreation, cultural heritage, and automotive events

2.2 Develop partnerships to identify and foster the development of a Wilsonville-specific signature event

2.7 Develop sorting criteria to prioritize investments in events & festivals that drive visitation

Indicators

- Increase in count of regional multi-day festivals over 2024 baseline
- Increase length of visitor stay 10% year-over-year from 2025 baseline

Objective 4: Enhance and Elevate Willamette River Access

1.1 Collaborate with Parks & Recreation Department to implement elements of Boones Ferry and Memorial Park Master Plans related to river access

2.13 Partner with third parties to offer non-motorized watercraft rentals and guide services for river activities

3.3 Promote Wilsonville as a key destination along the Willamette River Water Trail

3.5 Bring Portland Spirit and/or other tour boats to Wilsonville for tours

Indicators

- Growth in the number of organizations offering recreational rental equipment in Wilsonville
- Growth in number of river tours with stops or origination in Wilsonville
- Increase number of public access points to the Willamette River

Objective 5: Invest in Town Center Development

1.13 Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy

2.3 Incentivize expansion of local dining options in the Town Center area

3.1 Develop structured parking surrounded by commercial retail

3.2 Create a walkable downtown center with gathering places, trails, parks, and public amenities

Indicators

- Growth in number of restaurants or dining options within Town Center Plan boundary
- Growth in number of permitted public events taking place in Town Center Park
- Lengthened visitor times in geofenced Town Center boundary over 2025 baseline, using geolocation data

Objective 6: Focus on Access and Transportation

- 2.5 Partner with private or nonprofit entities to enable bicycle rentals in Wilsonville
- 2.11 Increase SMART service on weekends and investigate options to expand routes to include hotels and shopping centers
- 2.12 Perform destination accessibility audit
- 3.7 Facilitate expansion of connections from Portland International Airport to Wilsonville
- 3.10 Work with partners to continue to build out the regional trail network, connecting the Portland metro-area Ice Age Tonquin Trail to Willamette Valley Scenic Bikeway

Indicators

- Growth in availability of wheeled non-motorized transportation rental options in Wilsonville
- Increase in visitor usage of SMART system over 2025 baseline, as measured by SMART annual survey
- Increase in destination accessibility as measured by repeat audit

Objective 7: Support the Growth of our Arts & Culture Ecosystem

- 1.11 Offer capacity-building resources to arts, culture, and heritage nonprofits in order to increase programming
- 1.12 Explore funding mechanisms for public arts to enhance visitor areas
- 2.6 Develop a mural policy for private property and consider partnerships to develop a mural festival
- 2.10 Initiate a feasibility study for a cultural arts center/theater

Indicators

- Growth in arts, culture, and heritage programs and events available to visitors over 2025 baseline
- 20% growth in number of public art pieces in Wilsonville over 2025 baseline

Objective 8: Highlight Food & Beverage

- 1.5 Collaborate with local producers to enhance and promote farm-to-table offerings
- 1.6 Leverage proximity to wine country in marketing to support local dining
- 1.7 Perform gap analysis for Food & Beverage
- 2.4 Create relationships with local “liquid tourism” providers to offer more options with experiences and family-friendly activities
- 2.8 Foster development of food cart pod or food hall

3.4 Support development of themed restaurant or bar as an attraction

Indicators

- Growth in number of earned media placements on stories about dining options in Wilsonville
- Growth in number of locally-owned “liquid tourism” providers and restaurants in Wilsonville over 2025 baseline

Objective 9: Diversify and Expand Lodging Options

1.9 Conduct gap analysis of current lodging and identify opportunities for new choices

1.10 Evaluate short-term rental (STR) opportunities and policies and create a quick-start guide to ease creation of new STRs for owners

2.9 Develop a marketing toolkit for new STR owners

3.6 Evaluate opportunities for sharing economy locations for RVs and campsites

3.8 Recruit family-friendly hotel/entertainment property

Indicators

- Have a new family-friendly/ entertainment lodging property under construction in Wilsonville by 2035
- Increase RevPAR year-over-year above 2025 baseline
- Increase in number of STRs over 2025 baseline

Phase 1: Seeding Growth, Years 0-4

1.1 Collaborate with Parks & Recreation Department to implement elements of Boones Ferry and Memorial Park Master Plans related to river access

Wilsonville is unusually forward thinking in its urban planning activity, and has a number of master plan initiatives already in place to guide the development and maturation of the city. This Tourism Development Plan highlights the opportunity Wilsonville has to leverage its proximity to the Willamette River. As the Parks & Recreation Department works to create greater access to the river, it should pay particular attention to the existing park plans that have already identified activity that further this goal and engage with the owners of those plans to coordinate this critical activity.

Investment Level: \$\$\$

Core partners: Travel Oregon, Oregon State Marine Board, Oregon Parks & Recreation Department, Willamette Riverkeeper, Oregon's Mt. Hood Territory

Existing City plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan, Willamette River Water Trail

1.2 Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage

A key element of this development plan is its focus on both supporting outdoor recreation and non-automotive transportation, with particular emphasis on bicycle routes and accessibility. Promoting cycling will inevitably put greater scrutiny on the existing cycling infrastructure. In this strategy, the City will take stock of its existing amenities, benchmark them against nearby locations along cycling routes, and establish an action plan to elevate its cycling ecosystem.

Investment Level: \$\$

Core partners: Bike rental vendors; regional, municipal, and county governments

Existing City plans to coordinate with: Bike & Pedestrian Connectivity Plan, Parks & Recreation Master Plan

1.3 Identify and evaluate funding strategies for continued investment in current and planned park and outdoor sports facilities

As part of its focus on sports and outdoor recreation, this Tourism Development Plan suggests a number of strategies aimed at upgrading existing facilities and developing new ones. These kinds of development activity can be difficult to build anywhere because of funding challenges inherent in city budgets, and Wilsonville is no different. It has the additional hurdle of working within zoning that was designed to maximize industrial activity. Coordinating and collaborating with partner organizations outside of the City government to innovate funding approaches, as well as divisions within it that are already pursuing funding on similar projects, will be critical to making progress.

Investment Level: \$\$\$

Core partners: Local sports organizations; Travel Oregon; regional, municipal, and county governments

Existing City plans to coordinate with: Parks & Recreation Master Plan, Memorial Park Master Plan, Boones Ferry Park Master Plan, Town Center Plan

1.4 Conduct feasibility study for an indoor sports/entertainment complex with potential adjacent lodging facility

The idea to build and promote an indoor facility for sports and entertainment has been discussed in Wilsonville for a number of years, but the realities of the pandemic put the discussions on hiatus. If the City is to make a further push to develop the civic assets that will appeal to visitors and residents alike, reigniting these talks is crucial. At the front end of any such discussions should be a formal assessment of the feasibility, marketability, usability, and fundability of a flexible indoor complex. There must be an early cost/benefit analysis of developing such a venue before any further plans are developed.

Investment Level: \$\$\$

Core partners: Local sports organizations, Sport Oregon, Nationwide sport & entertainment producers

Existing City plans to coordinate with: Parks & Recreation Master Plan, Arts, Culture, & Heritage Strategy

1.5 Collaborate with local producers to enhance and promote farm-to-table offerings

A critical area of both need and opportunity in Wilsonville is a greater array of dining options for visitors to experience, especially those tied to the nearby bounty of the many farms in the region. In this first phase of the Tourism Development Plan, the City will pursue dialogue and collaborative relationships with producers. The ultimate goal of these relationships will be to help create dining experiences with fresh produce grown on local farms, and potentially to help the farms themselves establish on-premise dining for visitors.

Investment Level: \$

Core partners: Travel Oregon, Explore Tualatin Valley, Mt. Hood Territory, Middleground Farm, Our Table

Existing City plans to coordinate with: N/A

1.6 Leverage proximity to wine country in marketing to support local dining

The booming success of the Willamette Valley as a winemaking region presents an opportunity to Wilsonville’s growing restaurant landscape. As the number of new wine producers continues to grow, and visitors find themselves exploring new parts of the Valley, a cooperative marketing campaign among Wilsonville restaurants to partner with nearby wineries to promote elevated dining to Valley visitors has the potential to drive City visitation significantly. Exploring dining partners, campaign options, and potential winery marketing partners will be a proactive, inexpensive first step.

Investment Level: \$

Core partners: Willamette Valley Wineries Association, local wineries (e.g., Lady Hill Winery), Explore Tualatin Valley, Mt. Hood Territory

Existing City plans to coordinate with: N/A

1.7 Perform Gap Analysis for Food & Beverage

A major finding of the destination analysis performed for this project was the need to grow and diversify dining and entertainment options for visitors and residents alike. An intelligent first step toward diversification is to take a step beyond simple inventory and

determine what desired options are missing from the current market. A gap analysis will help determine styles and themes of venues, price points, locations, and other critical elements that can help drive recruitment and development efforts among City residents, landowners, developers, and local restaurateurs.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association

Existing City plans to coordinate with: Town Center Plan

1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff

A key but often overlooked facet of destination management is the knowledge held by people visitors interact with directly — the frontline staff at hotels, restaurants, shops, and so on. These individuals can make or break a visit to Wilsonville. If they are knowledgeable about local highlights and experiences, they can elevate a visitor’s experience dramatically. This can be difficult in an economy where such positions are hard to hire for and hard to keep filled. Producing a destination toolkit that can be shared with local businesses is a smart way to train frontline ambassadors for the Wilsonville area at a modest investment. This could be a physical booklet, a series of training videos, onboarding workshops, or something else entirely.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Travel Oregon, key lodging properties and tourism attractions

Existing City plans to coordinate with: N/A

1.9 Conduct gap analysis of current lodging and identify opportunities for new choices

Wilsonville has a decent number of lodging establishments for a destination of this size, though the quality of some establishments is below average. A greater variety of choices would be a significant tool in the destination marketing effort. A study to identify what lodging options the market can support is necessary before economic development recruitment begins. Specifically, upmarket and boutique hotel experiences should be

studied to see if the economics pencil out for the City, and to make certain they do not cannibalize overnight stays from existing Wilsonville hotels that rely on visitation traffic.

Investment Level: \$\$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Oregon Restaurant & Lodging Association

Existing City plans to coordinate with: Town Center Plan

1.10 Evaluate short-term rental (STR) opportunities and policies and create a quick-start guide to ease creation of new STRs for owners

A sufficient inventory of short-term rental (STR) locations, offered through services such as AirBNB or VRBO, is a necessary component of any modern destination plan because of the flexibility they give to families and larger groups traveling together. If local regulations mandate these rentals charge a TLT on visitation, as Wilsonville’s does, this helps the tourism program at large. As this is a key demographic of the Wilsonville plan, it makes great sense to promote legal, regulated STR activity. Creating a quick-start guide for property owners that helps them understand how to navigate permitting effectively will remove many barriers to market entry. However, since TLT is the funding source for the City’s tourism-promotion program, Explore Wilsonville will want to promote primarily lodging properties located within city limits.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Mt. Hood Territory, Explore Tualatin Valley, Travel Oregon

Existing City plans to coordinate with: Wilsonville City Code (Zoning)

1.11 Offer capacity-building resources to arts, culture, and heritage nonprofits in order to increase programming

A vibrant arts and culture ecosystem is a proven attractor for destinations across the US. A healthy cultural economy not only draws visitation, but also greatly improves livability for residents and traffic for local businesses. Traditionally in the US, the organizations that drive cultural communities are nonprofit by design — and in Wilsonville, the nonprofit sector has been struggling in the wake of the pandemic. Initiating a capacity-building

program to support nonprofit operations and development in the City is an effective way to solidify operations for organizations that provide a key element of an attractive destination. Additionally, the City’s Arts, Culture and Heritage Strategy offers a number of ways to increase community engagement and build capacity for cultural nonprofits.

Investment Level: \$\$

Core partners: Local nonprofits, regional grant administrators (Oregon Arts Commission, Tualatin Valley Creates, Clackamas County Arts Alliance, Regional Arts & Culture Council)

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

1.12 Explore funding mechanisms for public arts to enhance visitor areas

A formal public art program for the City of Wilsonville would be an effective way to promote, curate, and regulate the creation of a 2D artworks collection (e.g., paintings), a 3D public art inventory (e.g., sculpture), and a public murals program. There are a variety of methods municipalities and counties across the country use to pay for these existing works and commissions, most commonly through a “percent for art” regulation in local building codes. The City would be well served to consult with core partners to understand what such an ordinance would mean for Wilsonville, and what additional mechanisms might exist in other areas that are worth consideration.

Investment Level: \$

Core partners: Regional, Municipal & County Governments, Oregon Arts Commission, Tualatin Valley Creates, Clackamas County Arts Alliance, Regional Arts & Culture Council

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

1.13 Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy

Many if not most of the strategies in this Tourism Development Strategy hinge on the City’s ability to create a walkable, vibrant town center. Wilsonville’s ambitious Town Center Plan, which would put municipal resources to work in bringing such a vision to fruition, has already been approved by City Council. However, implementation is moving very slowly.

The key now is to move that development forward, for the benefit of the City’s residents and to its visitation ambitions. Therefore, a critical activity in the initial phase of this strategy is to advocate — firmly, passionately — for the City to pursue development of the several other elements of this plan that will have a direct impact on Wilsonville’s ability to successfully implement its Tourism Development Strategy.

Investment Level: \$

Core partners: Wilsonville Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

1.14 Increase City Transient Lodging Tax (TLT) rate to augment and stabilize the marketing budget for Explore Wilsonville

Like virtually any marketing effort, the initiatives planned to uplevel the promotion and marketing of Wilsonville will take resources. Today Explore Wilsonville is funded primarily through City transient lodging tax (TLT) collections, with a portion remitted to City through the Washington County TLT. The state rate is capped, but the City has the power to increase or decrease its own TLT percentage rate. Regional TLT data indicates that Wilsonville has below-average TLT rate compared to neighboring jurisdictions, and one that differs between the lodging properties located in Clackamas and Washington county portions of the City. Even a minor increase in this TLT percentage within the City of Wilsonville would bring significant additional revenue to Explore Wilsonville’s coffers, allowing The Tourism Promotion Committee to invest in more promotional activities and provide additional funds for grant applications and co-op advertising opportunities than they are currently able to.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Oregon Destination Association, Travel Oregon, Asian Hotel Owners Association, American Hotel & Lodging Association.

Existing City plans to coordinate with: N/A

1.15 Increase connections with partner DMOs at the regional and state levels

Wilsonville has long struggled to navigate the complexities of a city bridging across two counties. When looking to promote tourism, this difficulty becomes magnified. The

Destination Management Organizations (DMOs) to the east and west of the city are much larger and more active than Explore Wilsonville, which unfortunately often causes its efforts to get lost in the proverbial shuffle of marketing and promotional activities. The initiatives outlined in this Tourism Development Strategy will benefit greatly from a greater presence for Explore Wilsonville at the state and regional level. This will depend greatly on the growing relationships and partnership activity with the larger regional players and statewide tourism organizations. This will in turn allow Explore Wilsonville to leverage and perhaps influence promotional efforts across the region.

Investment Level: \$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Travel Portland

Existing City plans to coordinate with: N/A

1.16 Increase Explore Wilsonville visibility at industry events and within our community

This is a complementary effort to strategy 1.15, described above. As this Tourism Development Strategy is put into action, it will become more and more important for Explore Wilsonville to become a much more visible presence in the community and region. This could mean participating in more regional and statewide travel events, or increasing sponsorship activity at regional celebrations and signature events. Across the region, it will lead to more awareness of promotion and development activities and open conversations with more potential partners; inside Wilsonville, it will familiarize residents with activities that both drive visitation and improve their own quality of life.

Investment Level: \$\$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Travel Portland, Oregon Destination Association

Existing City plans to coordinate with: N/A

Phase 2: Supporting Growth, Years 5-7

2.1 Identify and execute opportunities for funding events and festivals, with a focus on outdoor recreation, cultural heritage, and automotive events

Events are excellent drivers of visitation — but not all events are alike. There must be a larger reason or community alignment behind the staging of community events in order for them to make sense in the context of that community. It is already clear that the Wilsonville area, with its growing focus on outdoor recreation and historical landmarks, has the opportunity to stage modest-scale festivals and events that are naturally aligned with the region. This strategy is the first step toward producing them. Conversations with businesses, nonprofits, educational institutions, and foundations with links to Wilsonville to identify their interest in promoting such events, as well as the potential sponsorship opportunities they present, will help create a roadmap and funding source to execute relevant community experiences. This will also help identify additional sources of support.

Investment Level: \$\$

Core partners: Varies by type of event

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy, Parks & Recreation Master Plan, Town Center Plan

2.2 Develop partnerships to identify and foster the development of a Wilsonville-specific signature event

Events are even better drivers of visitation if they support or elevate cultural, historical, or commercial features that are of importance to the community or region. Sometimes they can give a community an identity, like Gilroy, CA’s Garlic Festival, or heighten the city’s existing identity, like Leavenworth, WA’s several Bavarian-themed festivals. Any discussion of a festival in Wilsonville should begin with the identification of a signature event that can be tied exclusively to the Wilsonville community. The conversations and forums initiated by the activity in strategy 2.1 will likely kickstart this process, though the scale and impact of a signature festival or event will demand thorough community, commercial, and regional tourism engagement during ideation and planning phases. Due to Wilsonville’s location along I-5 and a large number of automobile dealers, an automotive-focused event could be considered.

Investment Level: \$\$

Core partners: Explore Tualatin Valley, Travel Oregon, Oregon’s Mt. Hood Territory

Existing City plans to coordinate with: Town Center Plan

2.3 Incentivize expansion of local dining options in the Town Center area

As noted earlier, an expansion of dining options will be key to drawing new visitation over the long term, especially as the City’s goals tilt toward multi-day stays. Nowhere in Wilsonville will this be more important than in the burgeoning Town Center development. This may also be difficult, as the costs of real estate development and startup costs can be steep for new restaurants. The City will undertake a series of initiatives to promote and incentivize new dining establishments in the Town Center, including but not limited to fast-track regulations making it easier to launch via food carts, financing options for systems development charges, streamlined permitting, or even property tax incentives.

Investment Level: \$\$

Core partners: Wilsonville Chamber of Commerce, Oregon Restaurant & Lodging Association, City Economic Development Division

Existing City plans to coordinate with: Town Center Plan

2.4 Create relationships with local “liquid tourism” providers to offer more options with experiences and family-friendly activities

As a gateway to the Willamette Valley centered between Portland and Salem, and with a strong history of local brewing and brewpubs, Wilsonville is positioned well for the beverage sector to become a stronger part of the visitor economy. Given the family-focused nature of the overall growth strategy for the destination, this strategy will seek to integrate family-friendly options and activities into the local beverage sector to reinforce both aspects of the destination.

Investment Level: \$

Core partners: Oregon Wine Growers Association, Willamette Valley Wineries Association, Oregon Brewers Association, Travel Oregon, Oregon Restaurant and Lodging Association, McMenamins

2.5 Partner with private or nonprofit entities to enable bicycle rentals in Wilsonville

In alignment with other strategies in this plan to expand cycling options in and around Wilsonville, it’s important that visitors who didn’t bring their own bicycles have access to rental bikes. This ideally would be at a central location with easy access, or a mobile rental drop-off van as some other destinations have found successful. If a private entity does not step forward, there is the possibility of the bike rental program being run by a nonprofit as a fundraiser in the way that Kerr Bikes does in Portland.

Investment Level: \$\$

Core partners: Local businesses, Explore Tualatin Valley, Oregon’s Mt. Hood Territory

Existing City plans to coordinate with: Transit Master Plan

2.6 Develop a mural policy for private property and consider partnerships to develop a mural festival

Murals are a quick way to add vibrancy and an artistic flair to a destination, but care must be taken to ensure that murals serve the purpose of the City. Being proactive with a mural policy will steer this portion of public art in a desirable direction, while the creation of an annual mural festival will spotlight the pieces and ensure ongoing renewal.

Investment Level: \$\$

Core partners: Local businesses, Portland Street Art Alliance

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

2.7 Develop sorting criteria to prioritize investments in events & festivals that drive visitation

Events and festivals are great at fostering civic pride and engaging community members, but they are not always productive at driving visitation. Setting clear criteria for investing in events that are targeted to Wilsonville’s desired visitors will increase the ROI of any support given. While these events may still draw local participation, the influx of visitors—even if only for the day—will add outside dollars to the economy and help to develop a “critical mass” of the businesses and amenities that are crucial to a thriving visitor economy.

Investment Level: \$\$

Core partners: Niche-specific event planners/producers; Explore Tualatin Valley, Oregon’s Mt. Hood Territory; regional, municipal & county governments

Existing City plans to coordinate with: Parks & Recreation Master Plan; Arts, Culture & Heritage Strategy; Town Center Plan

2.8 Foster development of food cart pod or food hall

Food cart pods and centralized food halls are popular with visitors in many destinations, as they offer broad choice and a chance to engage with local small businesses—they often create a very unique sense of place. Such an arrangement in or near Town Center will serve as a hub for visitors to Wilsonville, stopping to find food throughout the day and then jumping off into other activities. It will also serve as an incubator for small food and beverage businesses in Wilsonville, some of whom may eventually be able to make the lap to a brick-and-mortar restaurant.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

2.9 Develop a marketing toolkit for new STR owners

Short-term rentals (STRs) offer a different kind of experience for visitors, and are particularly popular with families. However, STR owners aren't often well equipped to promote their properties and compete with STRs in neighboring communities. This strategy will develop a toolkit that will share best practices and templates to help this portion of Wilsonville's lodging community draw visitors.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Mt. Hood Territory, Explore Tualatin Valley, Travel Oregon, Wilsonville Area Chamber of Commerce

2.10 Initiate a feasibility study for a cultural arts center/theater

The arts are a strong lever for activating a destination, providing enrichment for family travel, a strong sense of place, and after-dinner activities when performing arts are involved. While there have been discussions about a cultural center in Wilsonville before, this strategy seeks to accelerate that conversation and assess the feasibility of developing such a facility. As with other public facilities, this will need to serve the community, but care should be taken to ensure that it also becomes a beacon for visitors and isn't artificially constrained to a local focus.

Investment Level: \$\$\$

Core partners: Tualatin Valley Creates, Clackamas County Arts Alliance

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy, Town Center Plan

2.11 Increase SMART service on weekends and investigate options to expand routes to include hotels and shopping centers

Transportation for visitors was identified as a critical limiting factor for Wilsonville. To encourage visitors to use public transit, it needs to be available when and where they want to use it. Available and effective public transit will mitigate the traffic impact of visitation, promote more exploration within Wilsonville, and offer safe transportation alternatives for those enjoying the beverage sector. The SMART system is an ideal platform for visitors if they can access it on weekends, and if it can better serve the places they want to visit.

Investment Level: \$\$\$

Core partners: Local hotels

Existing City plans to coordinate with: Transit Master Plan

2.12 Perform destination accessibility audit

At least 15% of the traveling public has one form of disability or another, and that figure is growing as our population ages. Being a welcoming destination includes working to ensure that those visitors with disabilities can get their access needs met. In this strategy, Wilsonville will audit destination accessibility for one or more forms of disability. For example, this might include retaining an organization like Wheel the World to assess a group of hotels, businesses, and public facilities to see where there are opportunities to better serve visitors with mobility needs.

Investment Level: \$\$\$

Core partners: Travel Oregon, external partners/businesses/historical sites, rideshare providers

Existing City plans to coordinate with: Transit Master Plan, ADA Accessibility Transition Plan, Parks & Recreation Comprehensive Master Plan

2.13 Partner with third parties to offer non-motorized watercraft rentals and guide services for river activities

One of the key ideas for developing tourism in Wilsonville is to reconnect to the Willamette River and leverage river activities as a tourism driver. However, most visitors wouldn't be coming with their own watercraft or even with expertise on how to recreate on the river. Rental and guide services would make this amenity accessible to a much broader proportion of visitors.

Investment Level: \$

Core partners: Willamette Riverkeeper, third-party contractor (to be identified)

Existing plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan, Willamette River Water Trail

Phase 3: Reaping Rewards, Years 8-10

3.1 Develop structured parking surrounded by commercial retail

Currently, Wilsonville lacks an area of “critical mass” for tourism where visitors can linger longer to shop, eat, enjoy outdoor spaces, and take in cultural exhibits. To support this density of activity, this strategy will seek the development of a parking structure that will allow many more people to visit an area of density at one time.

Investment Level: \$\$\$

Core partners: Private developers, Wilsonville Area Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

3.2 Create a walkable downtown center with gathering places, trails, parks, and public amenities

Wilsonville's Town Center Plan has envisioned a walkable downtown center, and this strategy seeks to reinforce that vision by stressing how important this would be for the visitor economy. Without diminishing tourism assets and activities that happen throughout other parts of the City, a centralized density of walkable experience will do more to create a sense of place than almost anything else Wilsonville could do. In other destinations, having a place like this is effective in extending length of stay and average visitor spend,

which will then create a virtuous cycle which will enable the local businesses who are part of the Town Center to thrive in a way they would not be able to on local patrons alone.

Investment Level: \$\$\$

Core partners: Wilsonville Area Chamber of Commerce, Oregon Department of Transportation, Oregon Parks & Recreation Department, Travel Oregon

Existing City plans to coordinate with: Town Center Plan, 2018 Parks Comprehensive Plan

3.3 Promote Wilsonville as a key destination along the Willamette River Water Trail

Reconnecting Wilsonville to the Willamette River as a tourism asset goes two ways: allowing for visitors to access the River locally (as identified in strategy 2.13), and also using the River as a point of arrival. The 187-mile Willamette River Water Trail identifies amenities and features for water recreation, but few amenities are available in the stretch that runs through Wilsonville. Identifying more opportunities to be a part of the Trail and increasing promotion of Wilsonville’s river assets will increase visitor use of the River and help to build Wilsonville’s reputation for outdoor recreation.

Investment Level: \$

Core partners: Explore Tualatin Valley, Oregon’s Mt. Hood Territory, Travel Oregon, Travel Portland, Willamette Valley Visitors Association

Existing City plans to coordinate with: Boones Ferry Master Plan, Memorial Park Master Plan, Comprehensive Parks & Recreation Master Plan

3.4 Support development of themed restaurant or bar as an attraction

In the same way that an anchor retailer can drive the success of a mall, having a major themed restaurant or bar would not only be an amenity for visitors staying in Wilsonville, but it may also serve to drive day visitation from Portland and the rest of the region. This in turn would help in building a critical mass of additional tourism-supporting businesses in Wilsonville. This strategy directs Explore Wilsonville to work with partners to identify and recruit such an establishment.

Investment Level: \$

Core partners: Travel Oregon, Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce

3.5 Bring Portland Spirit and/or other tour boats to Wilsonville for tours

As with the non-motorized river access and the Willamette River Water Trail, this strategy seeks to activate the Willamette as a tourism amenity in Wilsonville. Being a stop on a tour boat line would raise the profile of the destination and provide traffic for local businesses.

Investment Level: \$\$

Core partners: Portland Spirit, Travel Portland, Willamette Falls Locks Authority

Existing City plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan

3.6 Evaluate opportunities for sharing economy locations for RVs and campsites

Short Term Rental (STR) websites like Airbnb allow property owners to rent out their property—or a portion of it—to overnight guests. Similarly, there are platforms such as Hipcamp that allow property owners to offer overnight camping and RV parking. Wilsonville will explore opportunities to expand the diversity of overnight lodging choices by assessing the feasibility of use of such platforms within the City limits.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Oregon Parks and Recreation, Travel Oregon, Oregon's Mt. Hood Territory, Explore Tualatin Valley

Existing City plans to coordinate with: Wilsonville Zoning, Parks Master Plan

3.7 Facilitate expansion of connections from Portland International Airport to Wilsonville

For Wilsonville to truly be a standalone destination, easier access from Portland International Airport is a must. This strategy will explore ways to use public transit and private companies to make it easier for visitors to arrive in Wilsonville without renting their own car at PDX.

Investment Level: \$\$

Core partners: TriMet/WES Commuter Rail, rideshare, car rental, shuttle/limo service

Existing City plans to coordinate with: Transit Master Plan

3.8 Recruit family-friendly hotel/entertainment property

With a focus on growing family-oriented travel to Wilsonville, an anchor attraction that combines overnight accommodations with family-friendly activities, and one that might potentially complement an indoor sports/entertainment facility, will leverage Wilsonville's location on the I-5 corridor and generate higher-spending overnight stays.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce, Travel Oregon, Business Oregon

3.9 Determine the threshold at which dedicated destination staff or a separate DMO organization is necessary and prepare for that transition

Explore Wilsonville has done well and grown the destination in collaboration between City staff and the City's tourism marketing agency. However, the fractional use of a City employee's time will at some point fail to provide enough oversight and community engagement to support the continued growth of the visitor economy in Wilsonville. Determining a threshold at which more structure is needed—and preparing plans for that transition—will prepare Wilsonville to continue its growth without hiccups.

Investment Level: \$\$

Core partners: Travel Oregon, Oregon Destination Association, Oregon's Mt. Hood Territory, Explore Tualatin Valley

3.10 Work with partners to continue to build out the regional trail network, connecting the Portland metro-area Ice Age Tonquin Trail to Willamette Valley Scenic Bikeway

There is no question that additional bicycle access will tie Wilsonville to regional cycling and outdoor recreation opportunities, provide activities to visitors, and foster non-

motorized transportation for residents and visitors alike to mitigate impacts on traffic and parking. Working with regional partners to build out the Wilsonville portions of regional trail systems will be a key piece of improved cycling infrastructure connectivity.

Investment Level: \$\$\$

Core partners: Metro; regional, metropolitan & county governments

Existing City plans to coordinate with: Comprehensive Parks & Recreation Plan, Bike & Ped Connectivity Plan, Boones Ferry Park Master Plan, Transit Master Plan

Implementation: Collective Impact Model

Collective impact is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration. The concept of collective impact hinges on the idea that in order for organizations to create lasting solutions to social problems on a large scale, they need to coordinate their efforts and work together around a clearly defined goal. This approach of collective impact is placed in contrast to “isolated impact,” where organizations primarily work alone to solve social problems

—Wikipedia

[Collective impact is a] systemic approach...that focuses on relationships between organizations and the progress toward shared objectives.

—Stanford Social Innovation Review

The Collective Impact Model forms the foundation for the ongoing management of this Tourism Master Plan. The backbone support organization, Explore Wilsonville (currently comprising city staff and the City’s tourism marketing agency), will ensure that all the necessary representatives come together on a regular basis to share progress, course-correct, and strategize next steps. While Explore Wilsonville is the convener and the subject matter expert on travel & tourism, they are not the sole decider in the process.

INSERT DIAGRAM

Common Agenda

The Common Agenda for this Collective Impact Model is the Vision statement, which begins on page X of this document.

Mutually Reinforcing Activities

Mutually Reinforcing Activities are the 9 Objectives and 39 Strategies described in this Tourism Development Strategy, recognizing that many of these partners are listed as collaborators on those Strategies. The 9 Objectives are:

1. Build Destination Management Capacity & Connections
2. Accelerate Sports & Outdoor Recreation
3. Nurture & Attract Impactful Events
4. Enhance & Elevate Willamette River Access
5. Invest in Town Center Development
6. Focus on Access & Transportation

7. Support the Growth of our Arts & Culture Ecosystem
8. Highlight Food & Beverage
9. Diversify & Expand Lodging Options

Backbone Support Organization

Explore Wilsonville will act as the Backbone Support Organization, responsible for convening community and government partners in service of implementing the work of this plan. The Tourism Program Manager will serve as the central point of contact, organizing, convening, and tracking progress of the Plan's implementation.

Partners

Explore Tualatin Valley
 Oregon's Mt. Hood Territory
 Travel Oregon
 Willamette Valley Visitors Association
 Willamette Falls Locks Authority
 Travel Portland
 Regional, municipal, and county governments
 Wilsonville Area Chamber of Commerce
 Oregon Restaurant & Lodging Association
 Oregon Travel Information Council
 Wilsonville Historical Society
 Tualatin Valley Creates
 Clackamas County Arts Alliance

Additional partners will be brought in on an as-needed basis to participate in ad-hoc work groups, depending on the project. This may include other governmental agencies, other local organizations, industry partners, and nonprofits.

Shared Measurement Systems

The Shared Measurement Systems are the two to three indicators associated with each Objective. These demonstrate how to measure progress and describe how the objective is being achieved. It is recommended that these be tracked regularly, and reported publicly once a year, timed with the fiscal year.

Continuous Communication

Explore Wilsonville will ensure that energy is placed in the continuous communication of this Plan and the Vision. Tools to support this include:

- Webpage
- Social campaigns
- Local print and broadcast media
- Government relations

Two meeting tracks are envisioned for the first phase of the Plan:

Core Tourism Development Strategy Implementation Team. In the first phase it is recommended that a core team meets quarterly to ensure progress on initial strategies. An Annual Report on the first year should be compiled at the fiscal year, along with progress on indicators; traditionally, this would be included in the annual “Five-Year Action Plan and Annual One-Year Implementation Plan” of the Tourism Promotion Committee. In the second and third phases of implementing the Tourism Master Plan, these core team meetings may occur 2-3 times a year. This core team will include the Chair of the Tourism Promotion committee and Tourism Promotion Program staff, as well as representatives from: Explore Tualatin Valley, Oregon’s Mt. Hood Territory, Willamette Valley Visitors Association, and Wilsonville Area Chamber of Commerce.

Ad Hoc Strategy Teams. Ad Hoc Strategy teams will be convened for each strategy. For each strategy team, the team will identify a point person to manage and report on the work, set a more detailed work plan to achieve the strategy, and meet monthly to do the actual work. The point person will report to the Tourism Promotion Committee on progress and hurdles it encounters in achieving the strategy.

Acknowledgements

Tourism Development Strategy Planning Team

Kris Ammerman, Parks & Recreation Director, City of Wilsonville
 Bridget Baeth, Senior Advisor & Principal, JayRay
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 Elaine Owen
 Sungmin Park
 Lynn Sanders
 Rohit Sharma

Wilsonville City Council

Mayor Shawn O'Neil
 Council President Caroline Berry
 Councilor Adam Cunningham
 Councilor Katie Dunwell
 Councilor Anne Shevlin



2023 Progress Evaluation Summary of the Wilsonville Tourism Development Strategy of May 2014

November 2023

After adoption by the City Council in May 2014 of the “Visit Wilsonville” Tourism Development Strategy, the newly empaneled members of the Tourism Promotion Committee reviewed and prioritized the proposed 49 Actions for Success. The Strategy was based on research data gathered during 2013 and destination-marketing trends, and included attractions and lodging-properties research and stakeholder interviews.

Recognizing that there were too many “actions” to accomplish, the Committee prioritized 19 actions as “top priorities” of the new tourism-promotion and destination-marketing program. The Committee also listed the remaining 30 actions called for by the Strategy as lower-tier, secondary priorities to be accomplished later.

Following is an evaluation by City staff on the progress made to date on the 49 Actions for Success of the Tourism Development Strategy that the committee rated as top-tier higher priorities and bottom-tier lower-priorities to implement.

Top-Tier 19 Higher-Priority Rated Actions to Implement: pages 2-5

1.3	2.1	5.2	5.6	5.14
1.5	4.9	5.3	5.11	5.16
1.7	4.11	5.4	5.12	5.17
1.8	5.1	5.5	5.13	

Bottom-Tier 30 Lower-Priority Rated Actions to Implement: pages 6-10

1.1	3.3	4.4	4.12	4.18
1.2	3.3	4.5	4.13	5.1
1.4	3.5	4.6	4.14	5.7
1.6	4.1	4.7	4.15	5.8
3.1	4.2	4.8	4.16	5.9
3.2	4.3	4.10	4.17	5.15

Evaluation Summary Symbols Key

- Goal/Objective/Action mostly accomplished
- Goal/Objective/Action not accomplished, or attempted and subsequently declined/halted
- Goal/Objective/Action partially accomplished or being developed

1. LEADERSHIP AND ORGANIZATION

Objective: Provide clear direction, partnerships and sustainable funding for Wilsonville tourism through leadership and management that is recognized for its innovation, collaboration and effectiveness.

Action 1.3 Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

Over the past 10 years since adoption of the Tourism Development Strategy, the City’s budgeted expense for the tourism-promotion program has increased by 100%, doubling from \$125,000 in FY2013-14 to \$250,000 in FY2023-24.

Since TLT revenues vary considerably from year-to-year, the City Manager decided to use a consistent budget number so as to be able to predictably build a sustainable tourism-promotion program. The tourism-promotion program gradually increased each year after FY2013-14 to a stable \$200,000 in FY2018-19. However, expenditures were cut in half starting with COVID 19 in the FY2020-21 budget, and increased back to \$200,000 in FY2022-23.

For the next two fiscal years of FY2023-24 and FY2024-25, \$250,000 is budgeted, of which \$100,000 is allocated over two fiscal years for a new, updated Tourism Development Strategy.

Thus the City’s allocation of TLT consistently increasing over time, and is increasing over the next two years.

Action 1.5 Review Wilsonville Tourism Grants Program.

The Strategy recommended transferring the existing Community Tourism Matching Grant Program from the Parks and Recreation Advisory Board to the Tourism Promotion Committee, which occurred in 2015; subsequently, in 2022 the grant program was modified to become the Community Arts and Culture Grant Program and transferred to the new Arts, Culture, and Heritage Commission.

The Committee felt somewhat bound by prior practice of funding major community events that also had tourism nexus and maintained the grant program.

The Committee also oversaw dispensation of \$25,000 annually from the Clackamas County Tourism Community Tourism Grants Program for Wilsonville-area projects and programs starting in 2015; this grant program was discontinued in 2019.

Action 1.7 Initiate ongoing partnership and relationship-building programs.

The City of Wilsonville, dba Explore Wilsonville, Collaborates with Oregon’s Mt. Hood Territory (Clackamas County), Explore Tualatin Valley (Washington County), Oregon Destination Association, Willamette Valley Visitors Assn, Travel Portland and Travel Oregon.

Members of the Committee often belong to or serve on the boards of these organizations.

The City periodically participates in a co-op marketing program with Clackamas County and Travel Oregon, and notifies Committee members of relevant opportunities.

2. BRANDING AND POSITIONING

Objective: Adopt distinctive and meaningful positioning for Wilsonville as a destination.

Action 2.1 Develop a destination branding strategy for Wilsonville.

The branding for “Explore Wilsonville” has evolved overtime. The current strategy, developed in conjunction with destination-marketing consultant JayRay, is based on geolocation data and social media data focuses on a few targeted areas (shopping, liquid tourism, agri-tourism and family travel). The visual identity and tagline “in the heart of it all” were updated in the summer of 2023. The messaging with the target audience is to explore areas around Wilsonville and lodge overnight in Wilsonville.



4. Infrastructure and Placemaking

Objective: Ensure that tourism opportunities are optimized in government planning, development approvals, policy, infrastructure and placemaking.

Action 4.9 SPORTS Support the development of all-weather, multi-purpose playing fields for sports tournaments.

Analysis by City staff determined it would be difficult to secure properties with enough acreage to accommodate an outdoor tournament-sized sports complex within City-limits. An outdoor tournament venue to accommodate soccer, baseball, and softball would also see its highest usage in the summer months when lodging properties are already at their peak usage. The decision was made to focus on a facility that could accommodate indoor sports (volleyball, basketball and futsal) and would allow year-round scheduling to better serve hotel occupancy rates during the winter and shoulder seasons. The RFP process for this multi-use facility was put on hold right before the consultant was notified of their selection due to the pandemic.

5. MARKETING COMMUNICATIONS

Objective: Enhance awareness of Wilsonville as an appealing visitor destination through the innovative use of traditional, digital and environmental media.

Action 5.1 Establish a stand-alone Wilsonville tourism website.

One of the first actions that the City and Committee took was to commission the destination-marketing contractor at the time to build a tourism promotion website, www.ExploreWilsonville.com. Over time, the website content and features have evolved.

Action 5.2 Introduce an ongoing internet marketing campaign.

Another early action that the City and Committee undertook was to have the destination-marketing contractor commence various internet marketing campaigns, often as a form of co-op

advertising and other social media engagements. The internet marketing campaign continues today, including utilizing social media on Facebook, Instagram and Pinterest.

Action 5.3 Develop social media programs relevant to key markets.

Tourism-promotion consultant JayRay had developed a series of social media programs aimed at relevant markets that includes utilizing social media influences and promotions on Facebook, Instagram and Pinterest.

Action 5.4 Develop database and email marketing programs.

The tourism-promotion contractor has over time set up a database to collect emails from prospects who request more information, which is sent via US Mail by City staff.

The email database is periodically utilized for marketing promotions.

Action 5.5 Optimize the online use of video.

To date, the tourism-promotion program has utilized little video, opting instead to use funds to acquire high-quality photographs for marketing use. The tourism program has used limited video content and mostly focused on static images or reels on social media. A planned video/ photograph session in October 2023 to update file image and develop video content was cancelled at the last minute due to unfavorable weather conditions.

Action 5.6 Optimize linking strategies.

The ExploreWilsonville.com website features partner DMO agencies' logo and website links, as well as links to local-area attractions and events. The City shares the Explore Wilsonville logo and encourage other businesses to share our work and provide website links.

Action 5.11 Develop and maintain a library of high-quality images and videos.

All tourism-promotion contractors for Explore Wilsonville have developed and maintained a library of high-quality images for use online, in marketing promotions and to share with media. However, video footage has not been acquired to date.

Action 5.12 Optimize the use of website and social media analytics.

All tourism-promotion contractors for Explore Wilsonville have optimized the use of website and social media analytics for the tourism-promotion program.

Action 5.13 Develop an active content management and co-op marketing program.

The City has sought to optimize targeted coverage of Wilsonville through Clackamas County, WCVA and Travel Oregon by actively participating in selected marketing programs and by providing the content for marketing and media communications with media outlets.

✓ Action 5.14 Increase public awareness of the benefits of tourism.

The City of Wilsonville shares the benefits of tourism with elected leaders at City Council updates and periodically in local articles in the City’s monthly newsletter to residents. ExploreWilsonville.com website analytics indicate that more local residents are using the tourism website.

✗ Action 5.16 Conduct ongoing visitor-satisfaction research.

Other than conducting a visitor profile project that included in-person and online survey mechanisms, there has been no ongoing visitor-satisfaction research. Due to other priorities, time and expense, this action has not been implemented.

✗ Action 5.17 Conduct visitor research for each major event in Wilsonville.

This program has not been implemented due to staffing time and costs. Due to other priorities, time and expense, this action has not been implemented. Additionally, COVID 19 pandemic halted most large public gatherings for a two-year period in 2020 and 2021.

1. LEADERSHIP AND ORGANIZATION

Objective: Provide clear direction, partnerships and sustainable funding for Wilsonville tourism through leadership and management that is recognized for its innovation, collaboration and effectiveness.

Action 1.1 Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.

Members of the Tourism Promotion Committee and the Wilsonville Chamber of Commerce agreed that the community was not in a position to support another business-promotion nonprofit organization; the Chamber was not inclined to take on such a role, and indicated a preference to be a business advocacy organization.

Thus, in the alternative, the City created the 12-member Tourism Promotion Committee to oversee the tourism-promotion and destination-marketing program and provide budgetary and policy recommendations to the City Council. This action supported Strategy Action 1.2 to Establish Board of Management for Visit Wilsonville DMO.

The Chamber recommended modifying the name from “Visit” to “Explore” in order to differentiate from other DMOs with “Visit” and to expand the area of Wilsonville tourism promotion/coverage to be greater than the city itself, and the Strategy consultant and committee agreed with the recommendation.

Action 1.2 Establish Board of Management for Visit Wilsonville DMO.

A volunteer committee was formed by the City to make recommendations on the “Explore Wilsonville” program. Since many organizations were using “Travel” or “Visit,” and since there was a perception of not much to ‘visit’ in Wilsonville per se, the committee agreed with a Chamber of Commerce recommendation to change from “Visit Wilsonville” to “Explore Wilsonville,” which is perceived to be more adventurous.

The Tourism Promotion Committee is comprised of community members with experience in tourism or related fields including operating overnight lodging properties, wineries, breweries, restaurants, area attractions, etc. Seven voting members are drawn from the area hospitality and tourism industry, and four ex-officio members from nonprofit organizations or the City Council provide policy and technical expertise.

Action 1.4 Request a special project budget to launch Visit Wilsonville DMO.

The City, doing business as the “Explore Wilsonville” Destination Marketing Organization program, has a dedicated website (www.Explorewilsonville.com) in addition to dedicated social media channels (Facebook, Instagram and Pinterest). Brochures, marketing collateral, and picture library have been produced. During calendar fiscal year 2023-24 an updated photography and video project is underway.

The City has budgeted an average of \$200,000 per year over the past several years on tourism promotion and destination marketing. During the pandemic years, the budget dropped to \$150,000/year. For FY 2023-24 and FY 2024-25, \$250,000 per year is budgeted.

Since a DMO has not been created, office equipment has not been secured.

Action 1.6 Actively seek grants for Visit Wilsonville.

The City, in conjunction with our advertising agency of record, JayRay, dba Explore Wilsonville, applies for grants and co-op tourism advertising when applicable. Additional staffing would allow for more grant applications.

Action 1.8 Enhance local-area destination knowledge of frontline staff.

The City participated for several years in the Travel Oregon/Oregon Restaurant and Lodging Association’s “Q” Quality Customer Service Training Program for front-line lodging property staffs, none of whom lived in Wilsonville and were unfamiliar with local attractions (instead sending visitors for example to OMSI and the Zoo).

However, the City found that the level of front-line staff turn-over was so high as to require constant training that the Q program was abandoned.

3. VISITOR EXPERIENCES

Objective: Enhance Wilsonville’s tourism attractors, events and experiences to meet and exceed the expectations of visitors and event organizers.

Action 3.2 Establish Wilsonville as a bike-friendly city and one of Oregon’s premier leisure cycling cities.

The City has over time improved internal bike/ped connections and completed portions of the Portland metro-area Tonquin Ice Age Trail. A 45-bike locker at the Wilsonville Transit Center has been lightly used; a new, larger walk-in facility for bike storage is now planned.

The City is working with ODOT on the proposed French Prairie “Bike-Ped-Emergency” Bridge over the Willamette River parallel to the I-5 Boone Bridge, which would connect the Tonquin Ice Age Trail with the Willamette Valley Scenic Bike Route. Until that major connection is made, Wilsonville is close to being a ‘bike island’ with limited safe rural roads around the city.

Action 3.3 CYCLING Initiate and attract cycling events.

The Tourism Promotion Committee awarded over two years a city tourism and county tourism grant programs awards to a resident who sought to develop a bike-themed event that included a salmon bake. Attendance at both events was low, and the organizer decided to no longer pursue producing the events.

Action 3.4 FESTIVALS AND EVENTS Initiate programs to ensure that Wilsonville consistently presents outstanding experiences for horse show organizers, participants and attendees.

After developing this strategy and implementing the program, it became clear that horse shows are very specific and the city could not influence the participants. During the time of developing the Strategy, the local organizers of the County Classic Hunter-Jumper Horse Shows were active in the community.

However, over time, the organizers were no longer local and coordinated horse shows across the West. Additionally, a separate organization formed to sponsor horse shows across the state

eventually went out of business. The city no longer focuses on the horse show community as a part of our tourism efforts.

Additionally, worker’s compensation and insurance liability issues caused most horse-riding establishments to close shop due to high additional costs and potential liability issues.

✘ Action 3.5 FESTIVALS AND EVENTS Investigate the feasibility of establishing a signature event in Wilsonville to celebrate the start of horse show season.

See Action 3.4.

4. INFRASTRUCTURE AND PLACEMAKING

Objective: Ensure that tourism opportunities are optimized in government planning, development approvals, policy, infrastructure and placemaking.

✘ Action 4.1 Support a feasibility study for the development of the area surrounding Regal Cinemas or another area as an entertainment, sports, and leisure precinct.

The City started the process to evaluate a sports complex/conference center in the Town Center area with possible hotel but the project ended with on the onset of the Covid 19 pandemic.

The City adopted a Town Center Master Plan, and the city has started to focus on the arts and culture, with the adoption of an Arts Culture and Heritage Strategy and establishment of a commission.

✔ Action 4.3 NEW INFRASTRUCTURE Investigate the feasibility of developing additional facilities within the City specifically designed for weddings, reunions and community events.

The availability of and demand for meeting spaces and event spaces within the city has changed, in large part due to the pandemic. The new Hilton Garden Inn has a few meeting spaces, Bullwinkle’s, Holiday Inn and Black Bear Diner were remodeled to provide additional meeting spaces. Langdon Farms Golf Club’s Red Barn facility has been popular with weddings and events.

The City has developed the historical Stein-Boozier Barn that is hosting an increasing number of weddings and events. Additional covered space has been created at Memorial Park and neighborhood parks in Villebois.

Additionally, the World of Speed (large event center) closed a few years ago.

✔ Action 4.4 CYCLING AND WALKING Support the expansion and integration of Wilsonville’s trails system and brand the main trails with distinctive themes and names.

The City of Wilsonville adopted a Signage and Wayfinding Strategy in 2019 that includes signage and kiosks for walkers and cyclists throughout the City and on the Cities trail system.

The wayfinding signs will be installed as budget is available. Trails and paths in the City are proposed to be named.

Action 4.5 CYCLING AND WALKING Support the construction of the proposed Bike-Ped-Emergency Bridge across the Willamette River.

The City worked with ODOT and federal transportation agencies to develop the proposed French Prairie “Bike-Ped-Emergency” Bridge over the Willamette River near the I-5 Boone Bridge. The project has advanced to 30% design, and is being incorporated into ODOT’s larger I-5 Boone Bridge and Seismic Improvement Project now under development.

Action 4.6 CYCLING AND WALKING Support the completion of the Ice Age Tonquin Trail. Encourage Metro to complete the trail through areas that are unincorporated.

The City has constructed portions of the Ice Age Tonquin Trail in the city, and encourages Washington County to do so also. The reality is that this project is many years away from completion.

Action 4.7 CYCLING AND WALKING Support the introduction of creative bike racks in areas popular with cyclists.

The City of Wilsonville supports this concept but has not actively pursued this with local artists or developers. The newly formed Arts, Culture and Heritage Commission may be in position to advance.

Action 4.8 HORSES Support a feasibility study to develop a covered venue for equestrian events.

The City of Wilsonville supports this concept but has not actively pursued this with local artists or developers.

Action 4.10 SPORTS Support the development of the proposed push trail and new skate park.

The City has redeveloped an older skate park that has become popular. The local skate community continues to advocate for a larger Community scale skate park. Both the bike pump track and skate park projects are also included in the 2018 Parks and Recreation Comprehensive Master Plan, however, a proposed push trail has not been developed.

Action 4.11 RIVER RECREATION Support the improvement of river foreshore and water access for active and passive recreation, including boat launch.

River access at Memorial Park is available by trails for passive activities such as fishing but does not easily accommodate watercraft access. The City undertook a Boones Ferry Park master planning effort in 2020. Non-motorized river access from Boones Ferry Park is being evaluated

and the City has received a grant to complete a feasibility study and conceptual design. The Clackamas County Boones Ferry Marina accommodates motorized watercraft.

☑ Action 4.13 PLACEMAKING Support enhancements to the character and attractiveness of Wilsonville’s key precincts.

The City of Wilsonville adopted a Signage and Wayfinding Strategy in 2019 that includes signage and kiosks for walkers and cyclists throughout the City and on the Cities trail system. The wayfinding signs will be installed as budget is available. Trails and paths in the City are proposed to be named.

☑ Action 4.14 PLACEMAKING Consider establishing public art program.

The City adopted an Arts, Culture and Heritage Strategy in November 2020 and then established an Arts, Culture and Heritage Commission in December 2021 with a focus on elevating the arts and creating a public-arts policy and program. The City also hired a full time staff person to support this program. The City Council approved the City’s Public Art Policy and Guidelines in 2023 and staff is currently working on the creation of a large scale mural at the Memorial Park Skate Park. Funding measures for the public arts program are being considered.

☑ Action 4.15 PLACEMAKING Support improvements to the attractiveness and sense of welcome at city gateways.

The City updated the I-5/Wilsonville Road Interchange gateway signs with new facades as a part of the Signage and Wayfinding Strategy.

☑ Action 4.18 Support the establishment of a museum/interpretive center and commemorative sculptures for the Oregon Korean War Memorial.

Working with the nonprofits Korean War Memorial Foundation of Oregon and Korean War Veterans Association, the City is advancing the Oregon Korean War Memorial Interpretive Center in the Parks and Recreation Administration building in Town Center Park. The project should be complete by early 2024.

5. MARKETING COMMUNICATIONS

Objective: Enhance awareness of Wilsonville as an appealing visitor destination through the innovative use of traditional, digital and environmental media.

☐ Action 5.7 Produce a Wilsonville Visitors Guide annually.

The Explore Wilsonville Brochure was recently updated to reflect the new branding. There is also a kiosk advertisement for Explore Wilsonville at the I -5 northbound French Prairie Rest Area south of Wilsonville.

However, a true Wilsonville Visitors Guide with a map that highlights various attractions and facilities has never been produced. Rather, the tourism program has relied on Google Maps and visitors’ mapping phone apps to provide directions.

□ Action 5.15 Encourage local residents to discover Wilsonville and surrounding area.

Many community members follow Explore Wilsonville Social media which introduces them to the wonderful activities in and around Wilsonville. Additionally, the City periodically runs articles in the all-city newsletter, The Boones Ferry Messenger, about the tourism promotion program.



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: February 20, 2025		Subject: Housing Our Future	
		Staff Members: Kimberly Rybold, AICP, Senior Planner Daniel Pauly, AICP, Planning Manager	
		Department: Community Development	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: N/A	
Staff Recommendation: Select actions to include in the City’s Housing Production Strategy.			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input checked="" type="checkbox"/> Council Goals/Priorities: Increase housing opportunities for all and reach functional zero homelessness	<input checked="" type="checkbox"/> Adopted Master Plan(s): Comprehensive Plan	<input type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

The project team will present recommendations for which actions to include in the City’s Housing Production Strategy (HPS), share input from the project Task Force’s review of the recommendations, and seek City Council direction on which actions to include in the draft HPS.

EXECUTIVE SUMMARY:

The purpose of the Housing Our Future project is to analyze Wilsonville’s housing capacity and need followed by creating strategies to meet housing needs. The City’s last Housing Needs Analysis was adopted in 2014. Since that time the City has taken a number of follow-up actions related to housing including completing Town Center and Frog Pond master plans and adopting the Equitable Housing Strategic Plan. The current project builds on these past housing initiatives and newly adopted policies. The project is required for continued compliance with Statewide Planning Goal 10 (Housing) under House Bill 2003 adopted by the Oregon legislature in 2019. Having begun in early 2023, the City anticipates the project to go through mid-2025.

The project includes two primary work products – the Housing Needs and Capacity Analysis (HNCA) and the Housing Production Strategy (HPS). The HNCA identifies unmet housing need in Wilsonville over the next 20 years, focusing on issues related to land need, as well as demographic change and housing affordability. City Council reviewed an initial draft of the HNCA at a joint work session with Planning Commission in July 2024, and feedback from that work session was incorporated into the final draft HNCA. Using the recommended actions of the 2020 Equitable Housing Strategic Plan (EHSP) as a starting point, the HPS will propose actions that Wilsonville can take to help address the unmet housing needs.

Development of the HPS has been ongoing since mid-2024. Throughout this process, the project Task Force, Planning Commission, and City Council reviewed data from the HNCA, along with the results of interviews the project team conducted with local service providers, non-profits, and educational institutions to gather qualitative information on the unmet housing needs in Wilsonville (Attachment 1). Based on this input, throughout fall 2024 the Task Force, Planning Commission, and City Council assessed several different actions that the City could pursue to support the City’s anticipated housing needs.

At the December 2, 2024 work session, City Council recommended that the project team and Task Force further assess 15 of these actions for possible inclusion in the HPS. These actions were evaluated in a memorandum highlighting key components of each proposed action, along with information on implementation steps, partners, staffing needs, and funding implications of each action (Attachment 2). The memorandum also highlights recent and ongoing actions related to housing, illustrating interrelationships between existing and proposed actions.

The Task Force reviewed this memorandum at its fourth meeting on January 28, along with the project team’s recommendations of which actions would be best suited to include within the HPS. In making recommendations, the project team considered which actions would meet the City’s identified housing needs while being able to be implemented within the six-year period of the HPS, considering funding and staffing limitations. Based on discussion at the Task Force meeting, the project team recommends the following actions for inclusion in the HPS:

- **Planning Work Program Actions:** Actions A (rezoning land), B (housing variety), C (administrative review), F (accessibility requirements), and N (preserve affordability) generally involve policy decisions related to the Comprehensive Plan and/or Development Code. These actions can be accommodated within the Planning Division’s work program during the next six years, either as standalone projects or within other upcoming projects. Taken together, these actions would support the production of a variety of housing types at various price points, along with the preservation of existing affordable housing units.
- **Foundational Actions for the Future:** Actions G (housing specialist) and I (Construction Excise Tax) set the stage for a more comprehensive and robust approach to the City’s housing actions in the future. Several of the actions evaluated for consideration in the HPS indicated the need for additional housing-specific staff capacity and funding tools that the City does not currently have and would take time to develop. As several of these actions were broadly supported by the Task Force, Planning Commission, and City Council, it is critical to implement Actions G and I in this six-year HPS period. Action G, which involves creating position requirements for a housing specialist, was a primary focus of the Task Force’s discussion of the proposed actions as it was seen as an essential action to enable the City to implement additional desired actions in the future. Action I would provide a dedicated source of funding for this position and future housing initiatives, reducing reliance on the City’s General Fund. An excerpt from the City’s *Equitable Housing Strategic Plan* (Attachment 3) provides additional information on this funding tool and how it could be implemented.

Additional actions that were considered but are not recommended for inclusion in the HPS include the following:

- **Actions to Pursue in a Future Housing Program:** Actions K (land banking), L (community land trust), M (homebuyer assistance), and O (affordability preservation) are important steps the City could pursue to support homeowners and renters, but the ability to implement these actions is dependent on implementation of the *Foundational Actions for the Future* to establish sufficient staff capacity and funding. While it is not certain that these actions can be implemented during the six-year period of the HPS, establishment of the Housing Specialist position and availability of funding may make it possible to begin implementation of these actions. Actions K, L, and M may be utilized in conjunction with one another to support affordable homeownership opportunities, while Action O is intended to ensure that the City’s rental housing stock remains safe for current and future tenants.
- **Other Actions:** Actions D (live-work units), E (scaled system development charges), H (urban renewal), and J (infrastructure needs) were not recommended for inclusion in the HPS for various reasons, including the magnitude of impact on housing production, concerns about legal viability, and possible conflict with other City priorities. While the City could reconsider these actions in the future, they were not determined to be as high of a priority as the *Actions to Pursue in a Future Housing Program*.

To confirm which actions the City Council would like included in the HPS, the project team seeks feedback on the following questions:

1. Do you agree with the list of actions recommended for inclusion in the HPS? Should any actions be removed or added?
2. Are there additional implementation considerations for these actions that should be included in the HPS?

EXPECTED RESULTS:

Presentation of project team and Task Force feedback on draft housing production actions and confirmation of which actions should be included in the HPS.

TIMELINE:

Selected actions will be included in the draft HPS, which City Council will review at a work session in spring 2025. Adoption of the final HNCA and HPS documents is anticipated in mid-2025.

CURRENT YEAR BUDGET IMPACTS:

A portion of City staff time in fiscal year 2024-25 is funded by a \$40,000 grant from the Oregon Department of Land Conservation and Development (DLCD). Phase 3 consultant costs are funded directly by DLCD for a total estimated project cost of \$115,000. Additional project outreach costs of approximately \$10,000 are funded by the Planning Division's professional services budget.

COMMUNITY INVOLVEMENT PROCESS:

The Housing Our Future project is guided by an inclusive public outreach process. Engagement includes creation of a project task force, participation in a variety of public events, interviews, distribution of a housing conversation guide, and engagement through *Let's Talk, Wilsonville!* Outreach is focused on engaging those most impacted by the high costs of housing, particularly those who are typically underrepresented in these conversations.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

As a result of this project, the City will have a clearer understanding of housing needs for the next 20 years and analysis to confirm if there is sufficient land area for the City to accommodate these needs. Creation of a HPS will provide an opportunity to assess the City's progress in implementing recommendations contained within the 2020 Equitable Housing Strategic Plan and prioritize additional actions the City should undertake to meet future housing needs of the community. Pursuit of strategies resulting from this project will continue Wilsonville's efforts to make housing more affordable and attainable for City residents and employees, helping ensure Wilsonville has housing opportunities for different household compositions, ages, and income ranges.

ALTERNATIVES:

City Council may suggest the addition, modification, or removal of actions for the HPS.

CITY MANAGER COMMENTS:

N/A

ATTACHMENTS:

1. Wilsonville Housing Production Strategy – Data Summary: Housing Needs and Capacity Analysis and Contextualized Housing Need – February 2025
2. Wilsonville HPS – Additional Information on Potential Actions – January 21, 2025
3. Construction Excise Tax Implementation Roadmap



Wilsonville Housing Production Strategy

Data Summary: Housing Needs
and Capacity Analysis and
Contextualized Housing Need

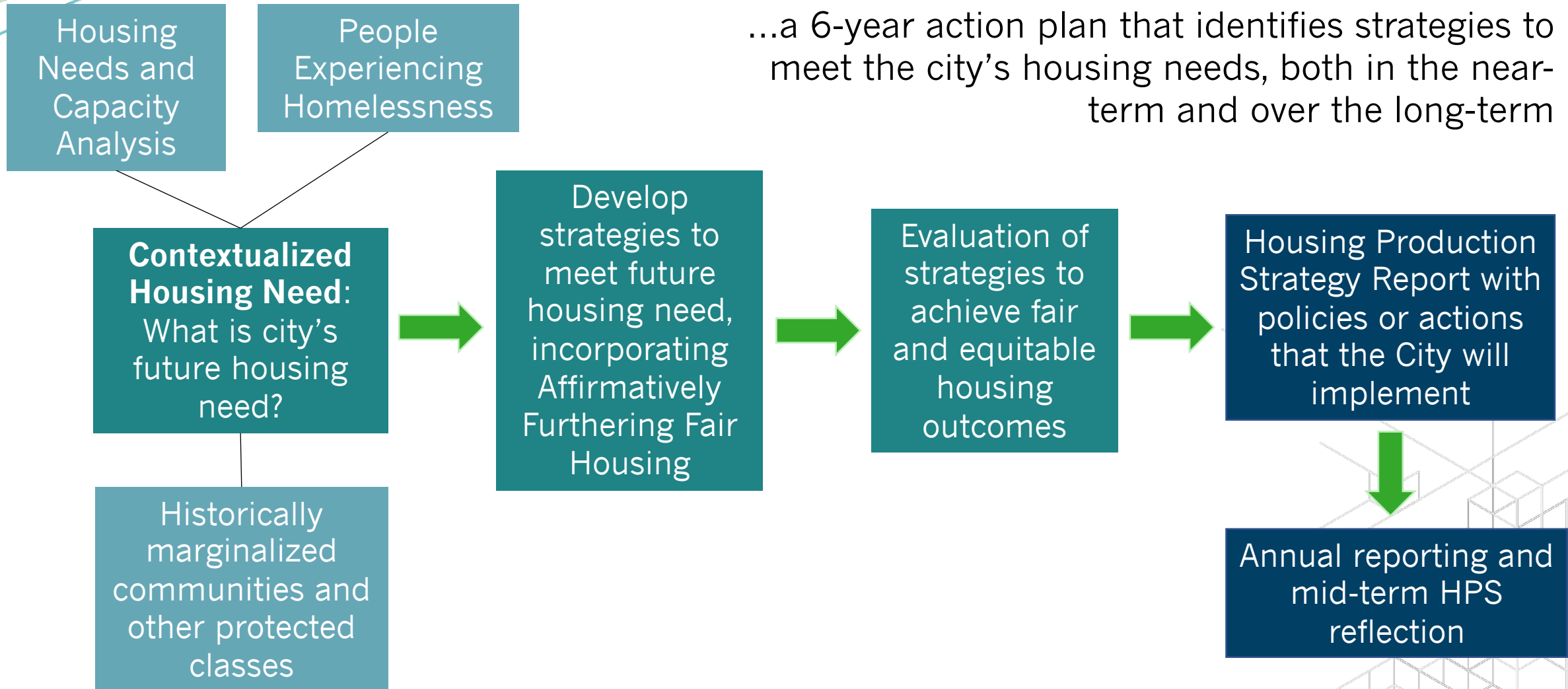
February 2025



The Housing Production Strategy Steps are..

Item B.

...a 6-year action plan that identifies strategies to meet the city's housing needs, both in the near-term and over the long-term



Types of Housing – Owner and Renter Occupied

Item B.

Single Family Detached

- Single-family detached
- Manufactured & mobile homes
- Cottage Housing



Townhouses



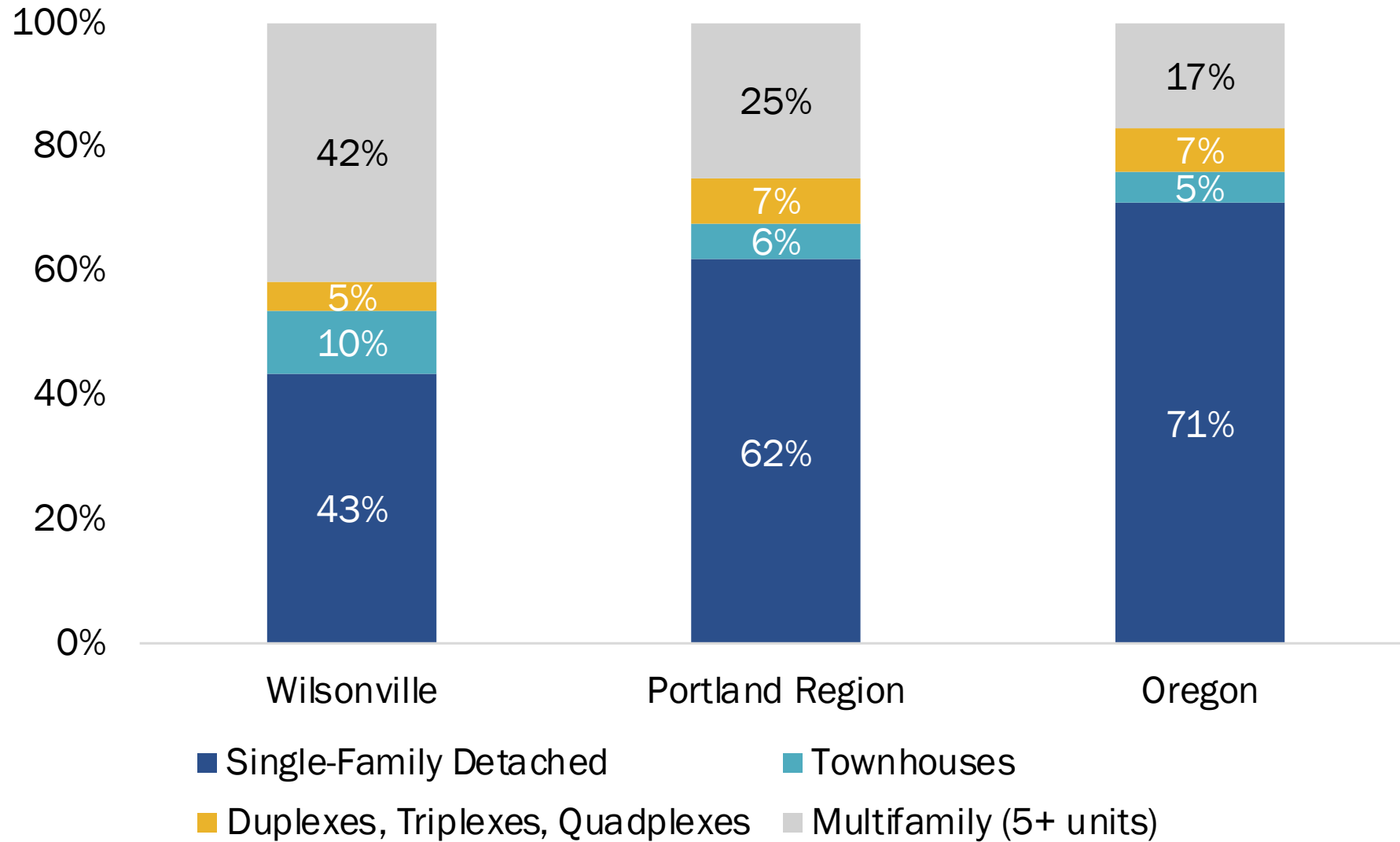
Plexes (2 to 4 units per structure on lot)

- Duplexes
- Triplexes
- Quadplexes

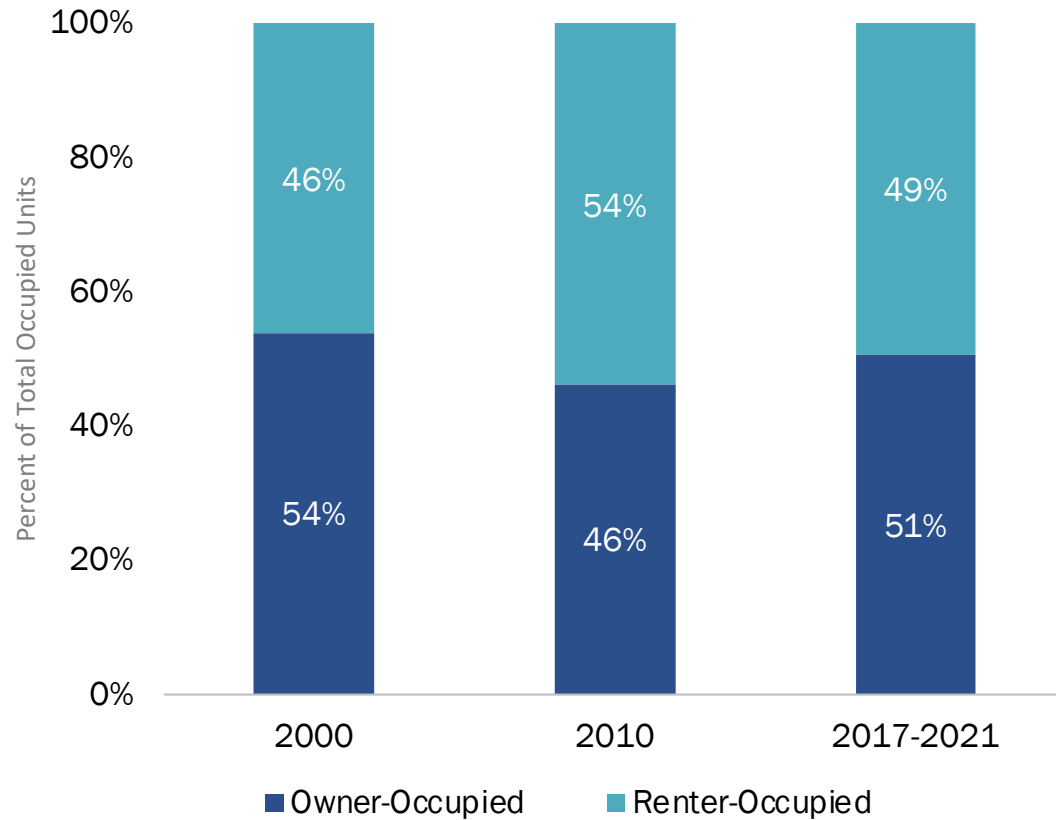


Multifamily (5+ units per structure)

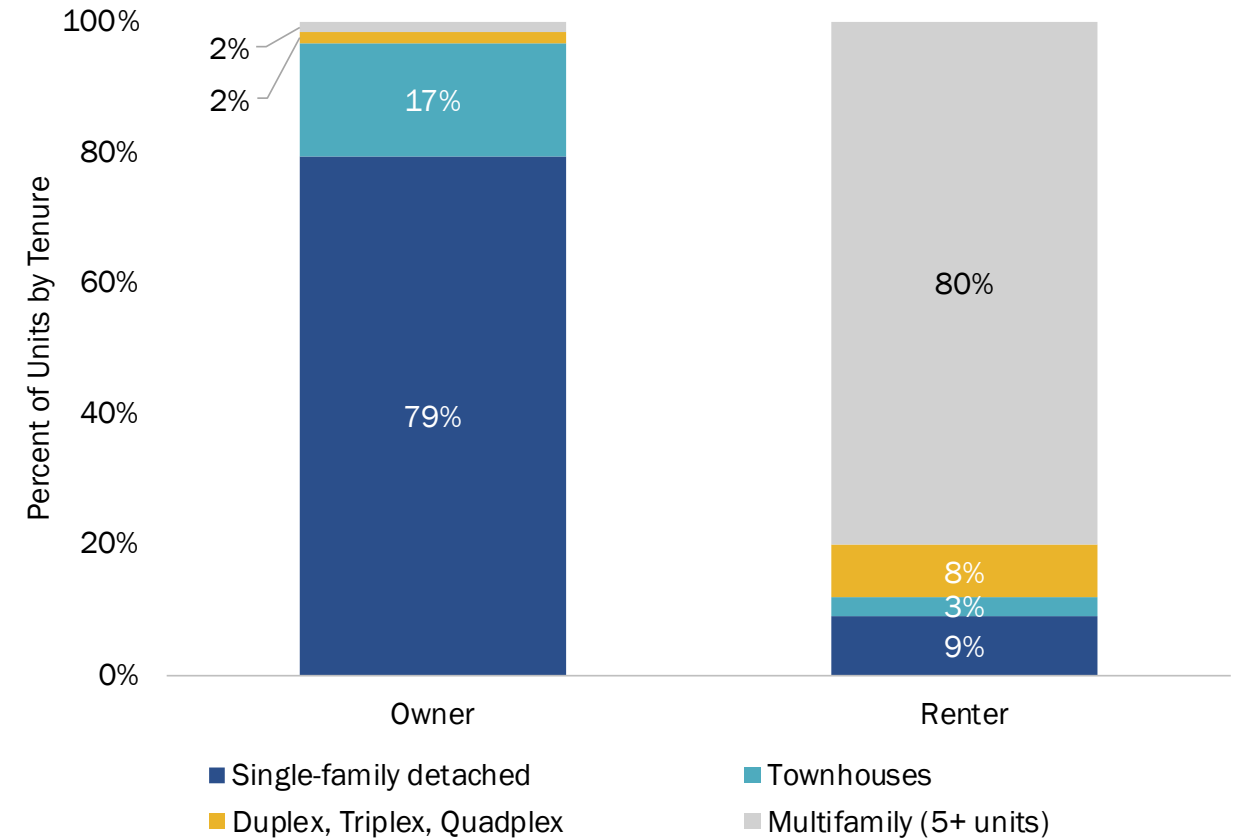




Change in Tenure of Occupied Units, Wilsonville, 2000, 2010, and 2017-2021



Housing Units by Type and Tenure, Wilsonville, 2017-2021

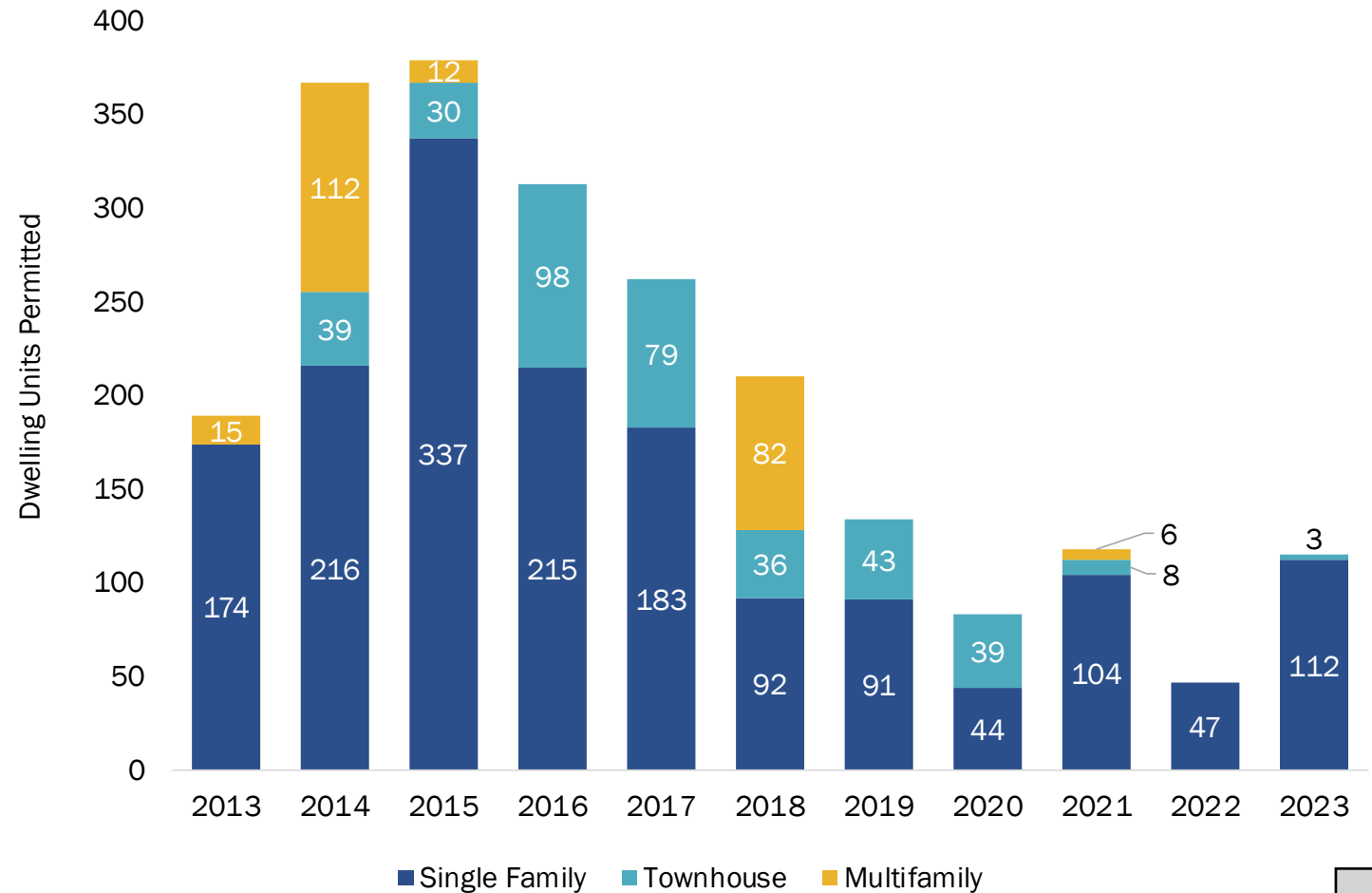


Building Permits Issued in Wilsonville, 2013-2023

Item B.

- Total dwelling units permitted: 2,217
 Average units permitted per year: 222
- Single Family: 73%; 1,615 units
 - Townhouses: 17%; 375 units
 - Multifamily: 10%; 227 units

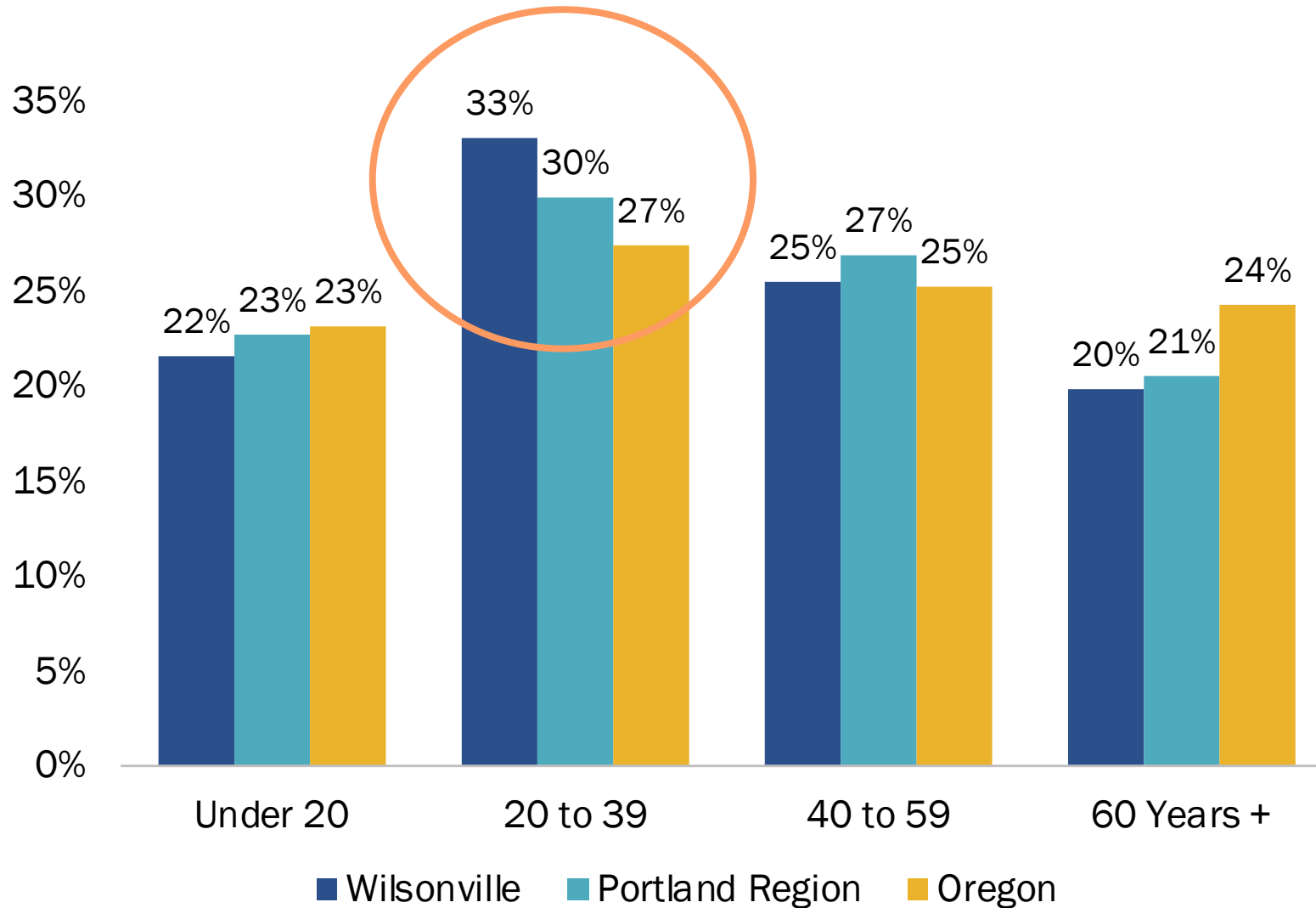
- Entitled units where building permits have not yet been issued:
- Town Center Mixed Use: 114 multifamily units
 - Villebois Village Center Mixed Use : 143 multifamily units and 11 live-work units
 - Wilsonville Transit Oriented Development: 121 affordable multifamily units



Source: City of Wilsonville Building Permit Database

Population Distribution by Age

Item B.

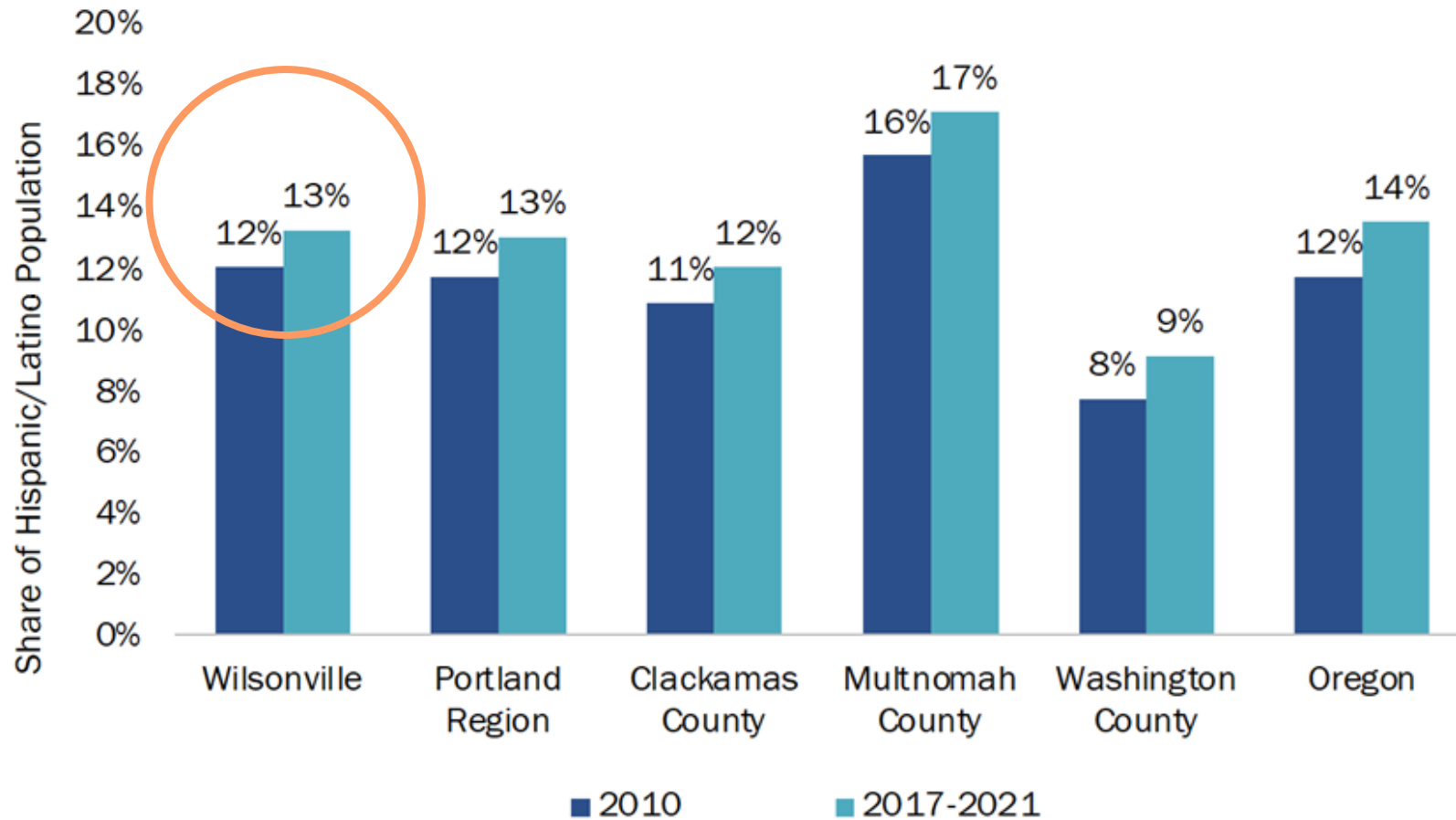


Wilsonville has a larger working age population.

People 20 to 39 years account for 33% of Wilsonville's population.

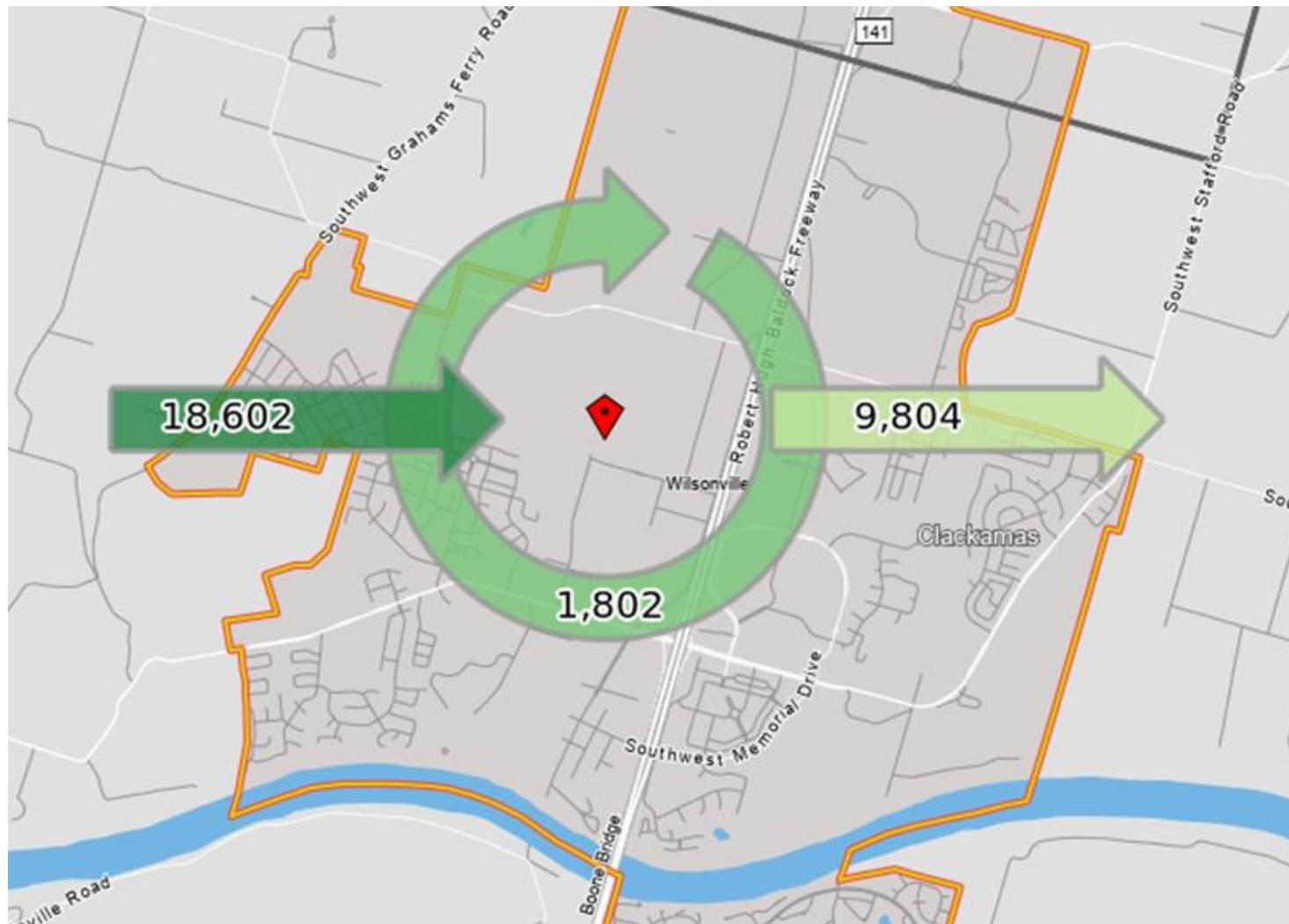
Source: US Census Bureau, 2000 Decennial Census Table P012 and 2017–2021 ACS, Table B01001 .

Share of the Latino Population Item B.



Wilsonville's Latino population grew by 1,073 people between 2010 and 2021

Source: U.S. Census, Decennial Census 2010 and ACS 2017-2021, Table P008 and B03002.

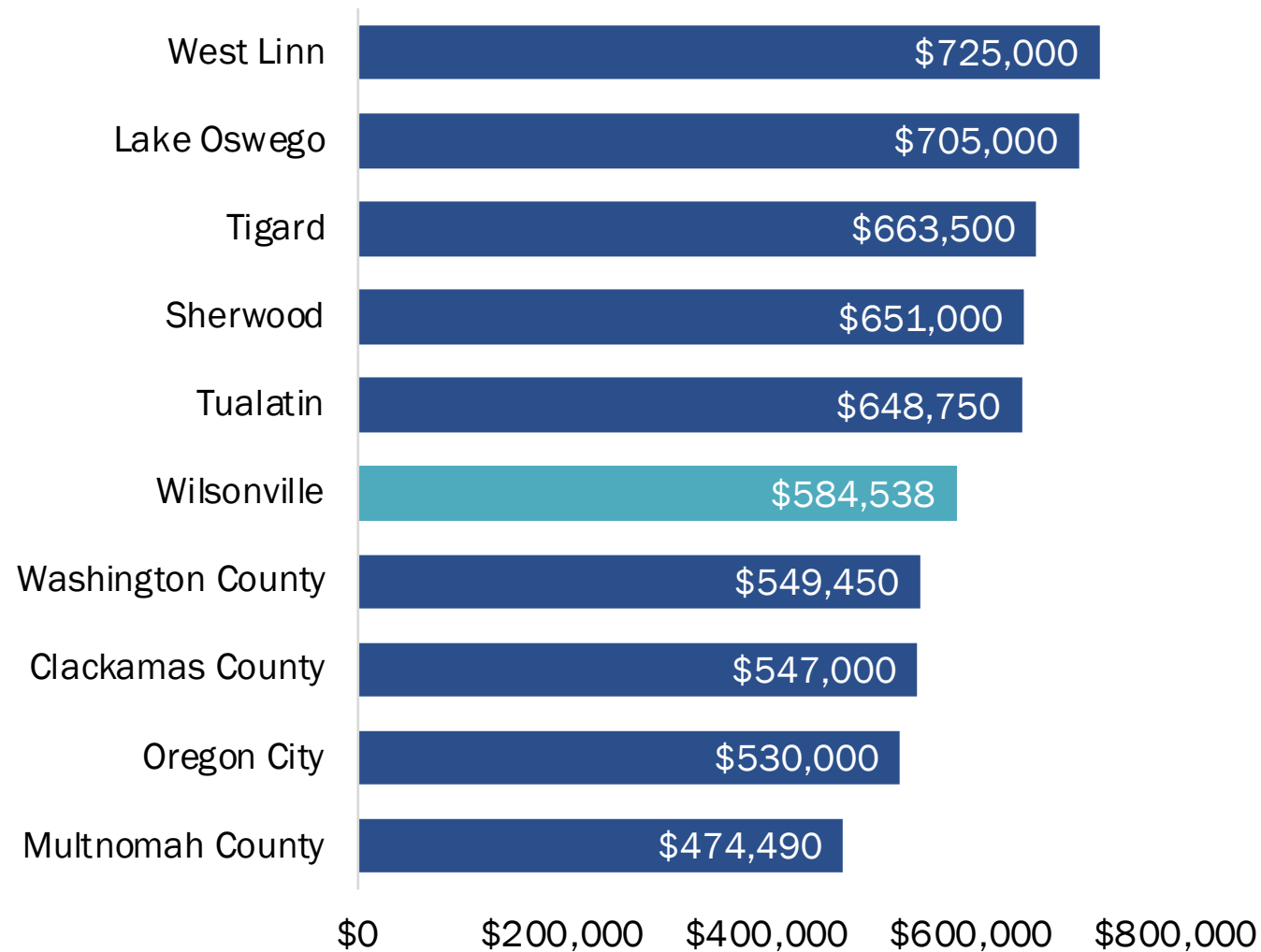


About 20,400 people work in Wilsonville

Most of these people (18,602) commute into Wilsonville for work.

Source: US Census Bureau, Census on the Map, 2019.

Median Home Sales Price Item B.

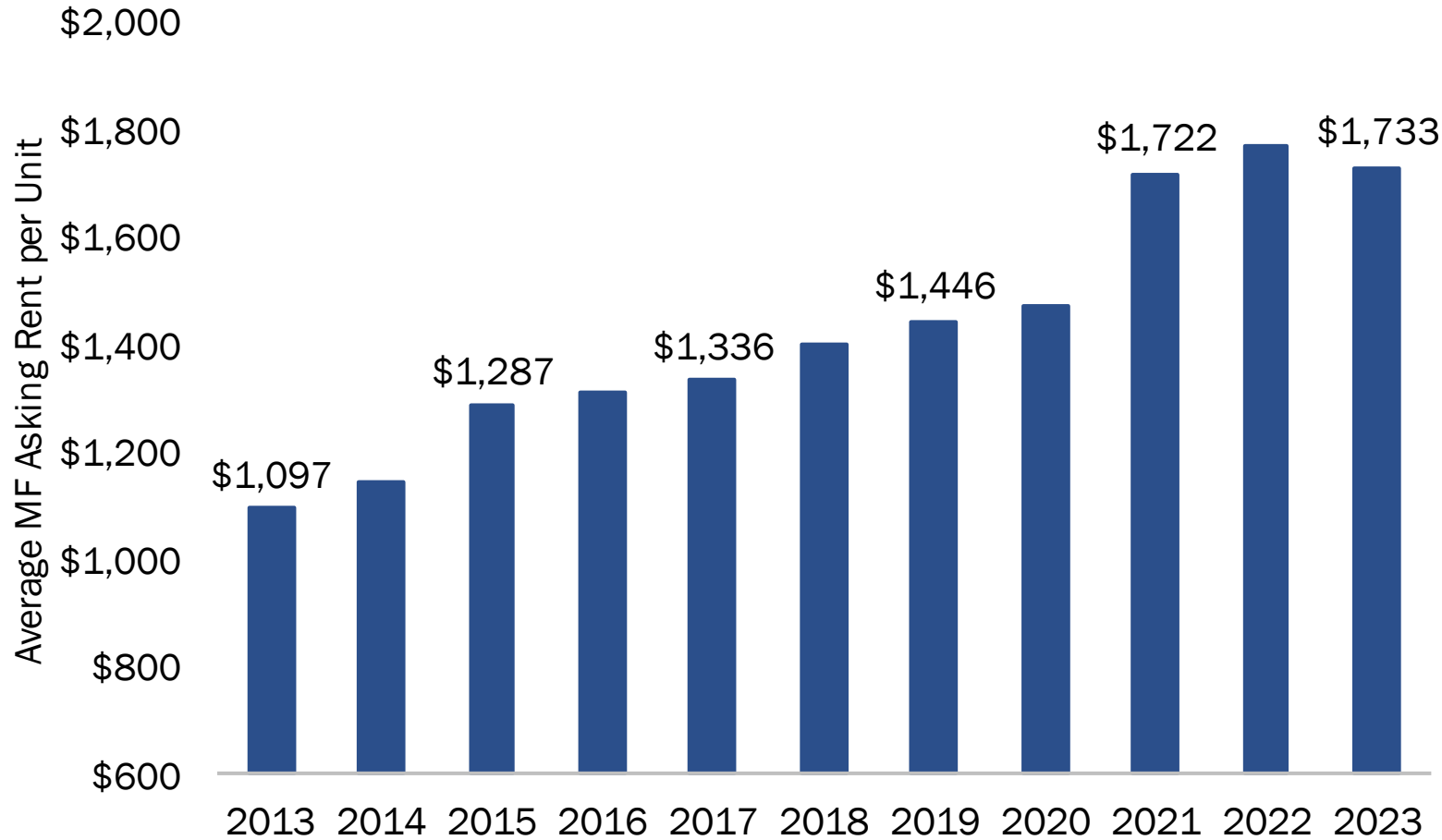


Between January 2014 to January 2024, the median home sales price in Wilsonville increased by \$245,000 (72%) from \$340,000 to \$585,000

Source: Redfin, January 2024

Monthly Average Asking Rents in Wilsonville, 2013-2023

Item B.

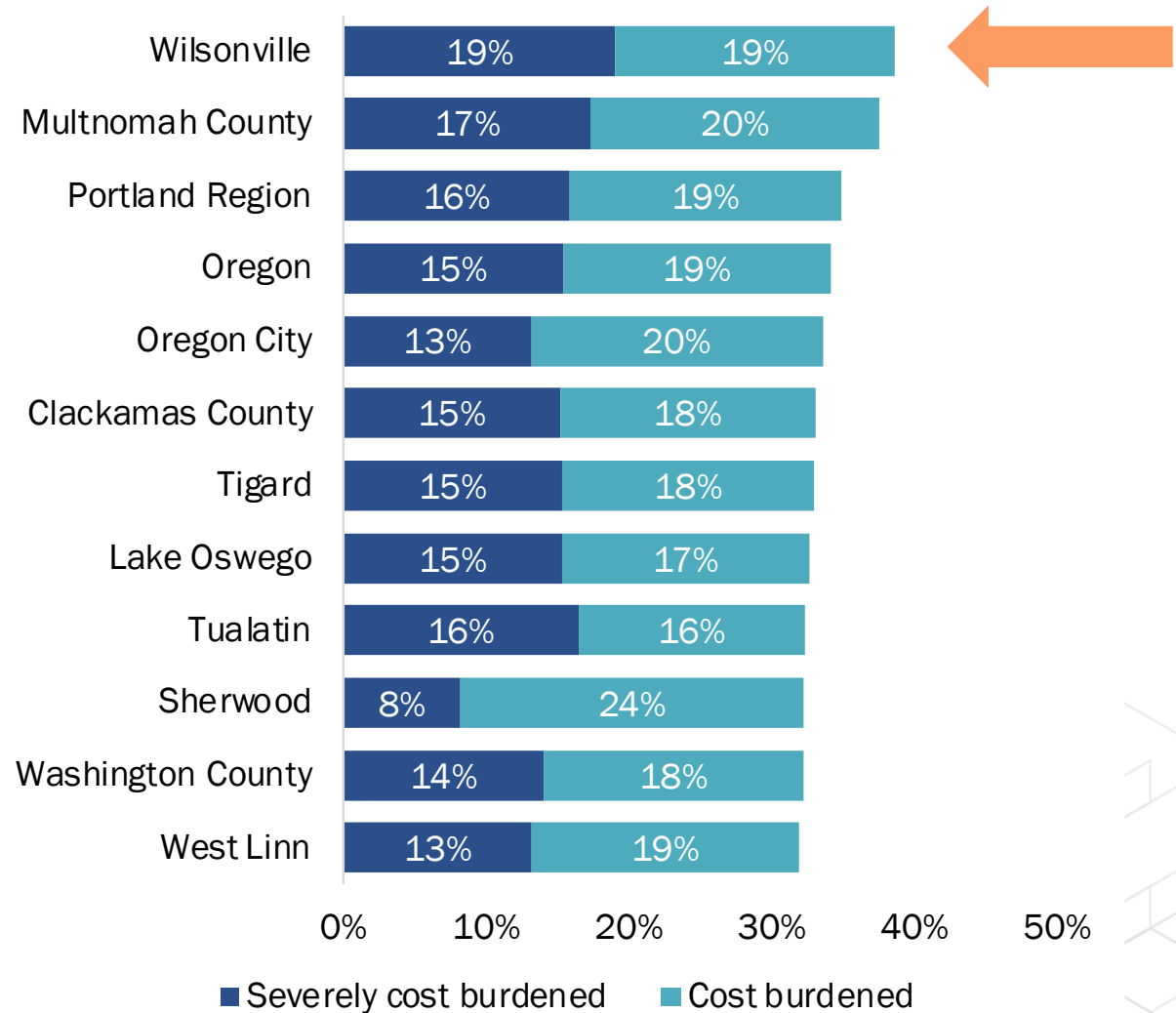


Between 2013 and 2023, Wilsonville's average multifamily asking rents increased by 58% (\$636) to \$1,733 per month, not including utility costs.

Source: Costar, pulled March 2024

Cost burdened: spending more than 30% of income on housing costs

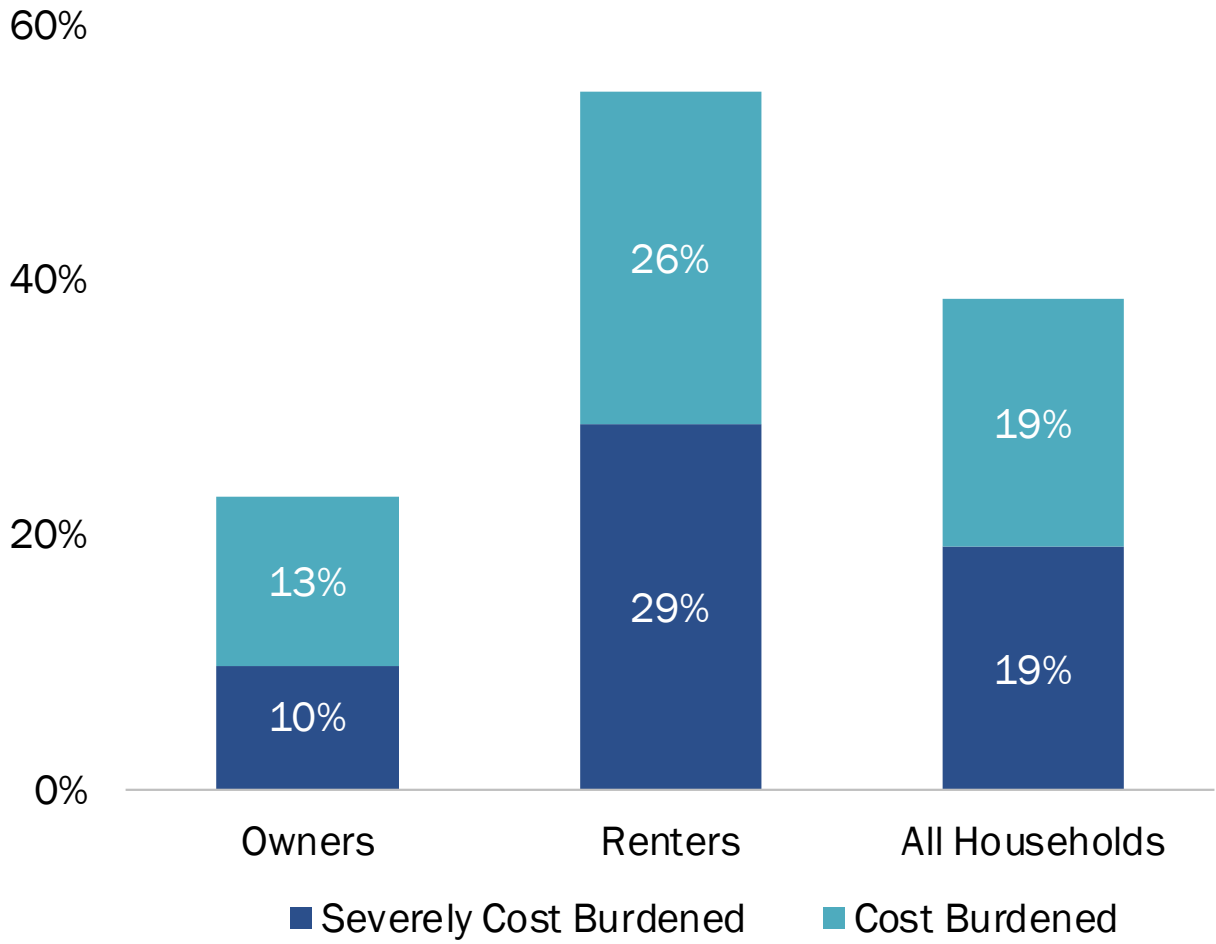
Severely cost burdened: spending more than 50% of income on housing costs



Source: U.S. Census, American Community Survey 2018-2022, Tables B25091 and B25070

Cost Burden by Tenure, Wilsonville

Item B.

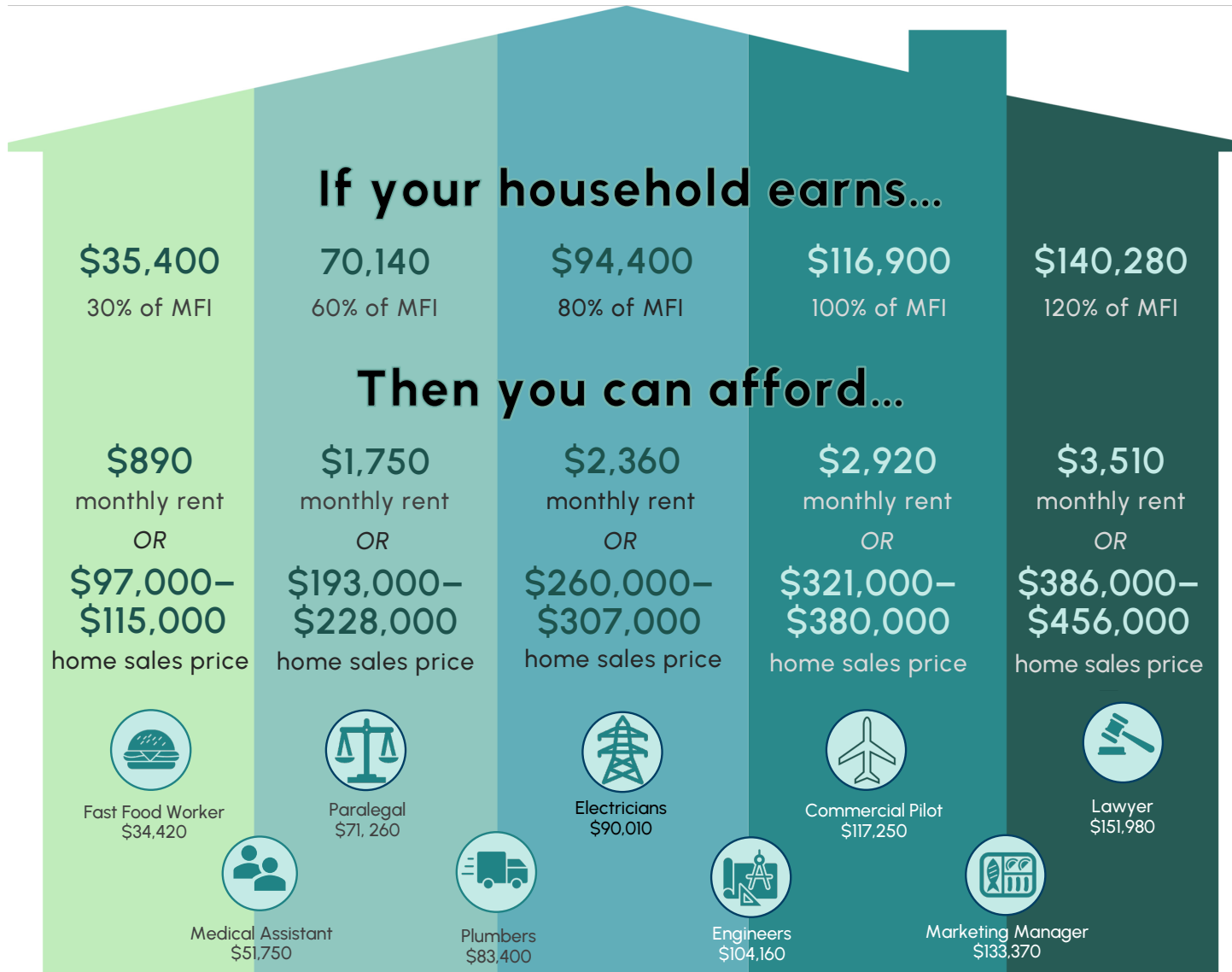


About 55% of Wilsonville’s renters were cost burdened or severely cost burdened, compared to 23% of homeowners.

Source: U.S. Census, ACS 2018-2022, Tables B25091 and B25070

Financially Attainable Housing, Wilsonville

Item B.



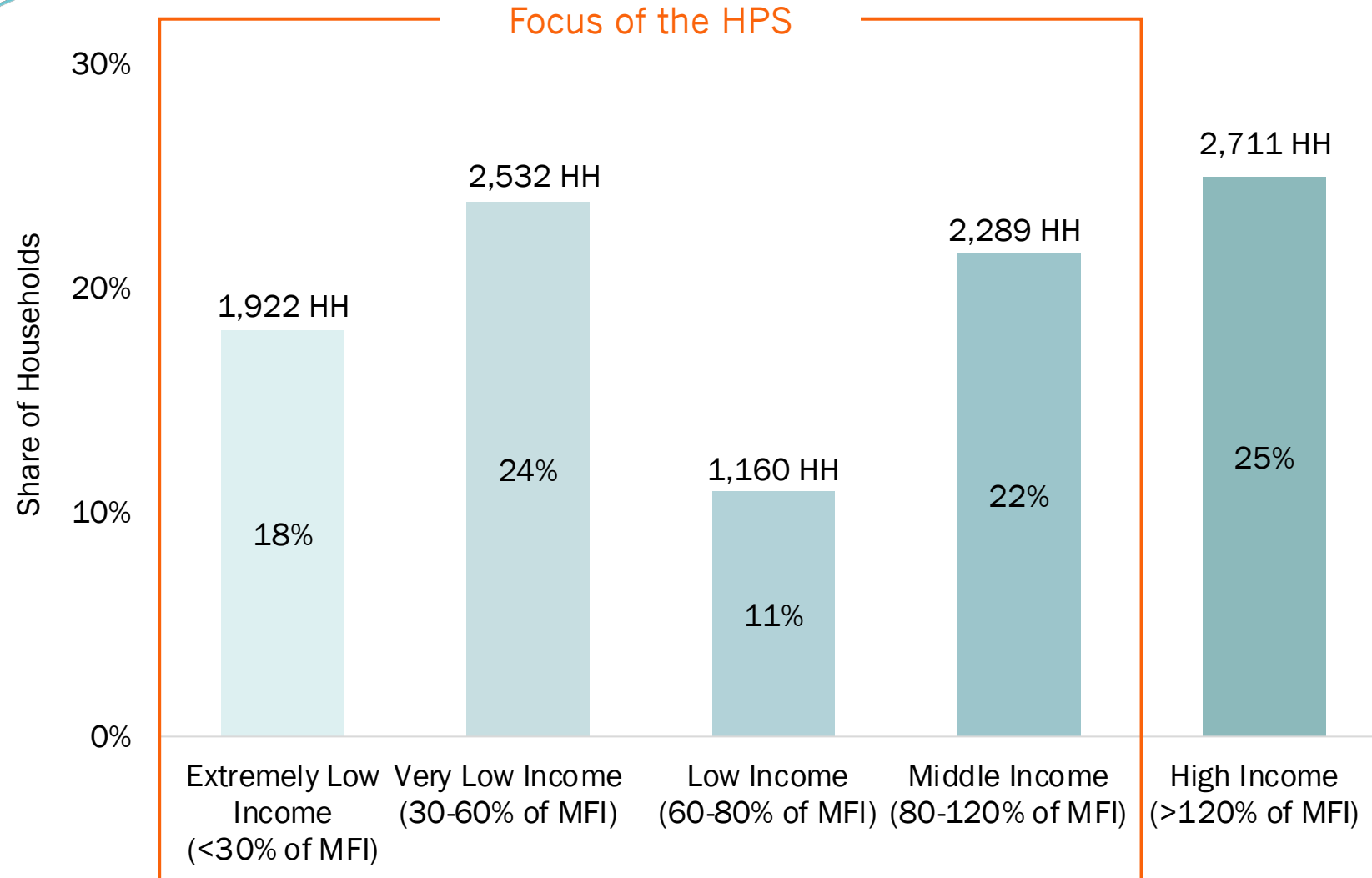
Median Home Sale Price: **\$585,000**
(Redfin, Jan 2024)
Requires \$180,000 income (154% of MFI) to afford

Average Monthly Rent: **\$2,000**
(Costar 2023 - \$1,733 average asking rent plus basic utilities)
Requires \$80,000 income (68% of MFI) to afford

14 Source: US Department of Housing and Urban Development, Portland MSA, 2024. Oregon Employment Department.

Existing Households by Income Level, Wilsonville

Item B.

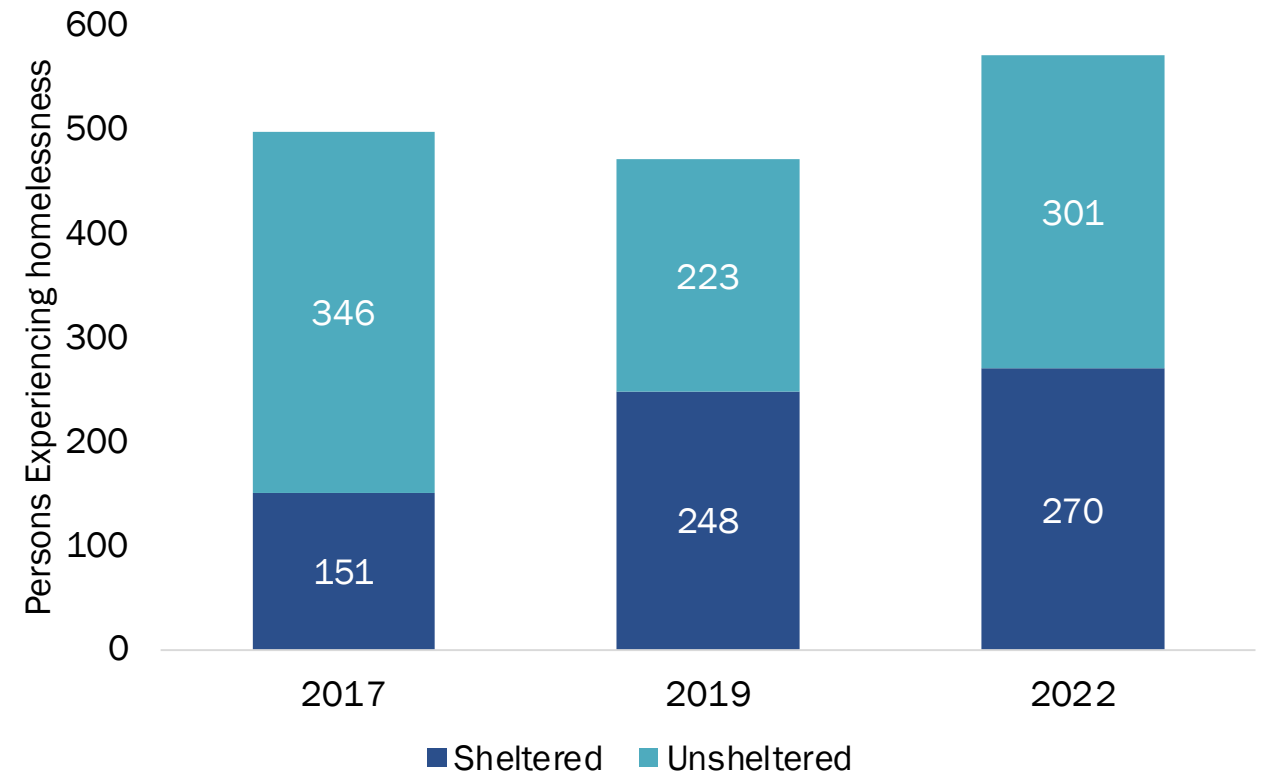


This chart is based on the HUD MFI for the Portland MSA and the ACS household income distribution for Wilsonville.

15 Source: US Department of Housing and Urban Development, Portland MSA, 2024; 2018-2022 ACS Table 19001

- People experiencing homelessness:
 - ◆ Temporarily or chronically
 - ◆ Alone or with children
- Racial or ethnic groups
- People over 65 years old
- People with disabilities

Point-in-Time Homelessness Estimates, Clackamas County, 2017-2022

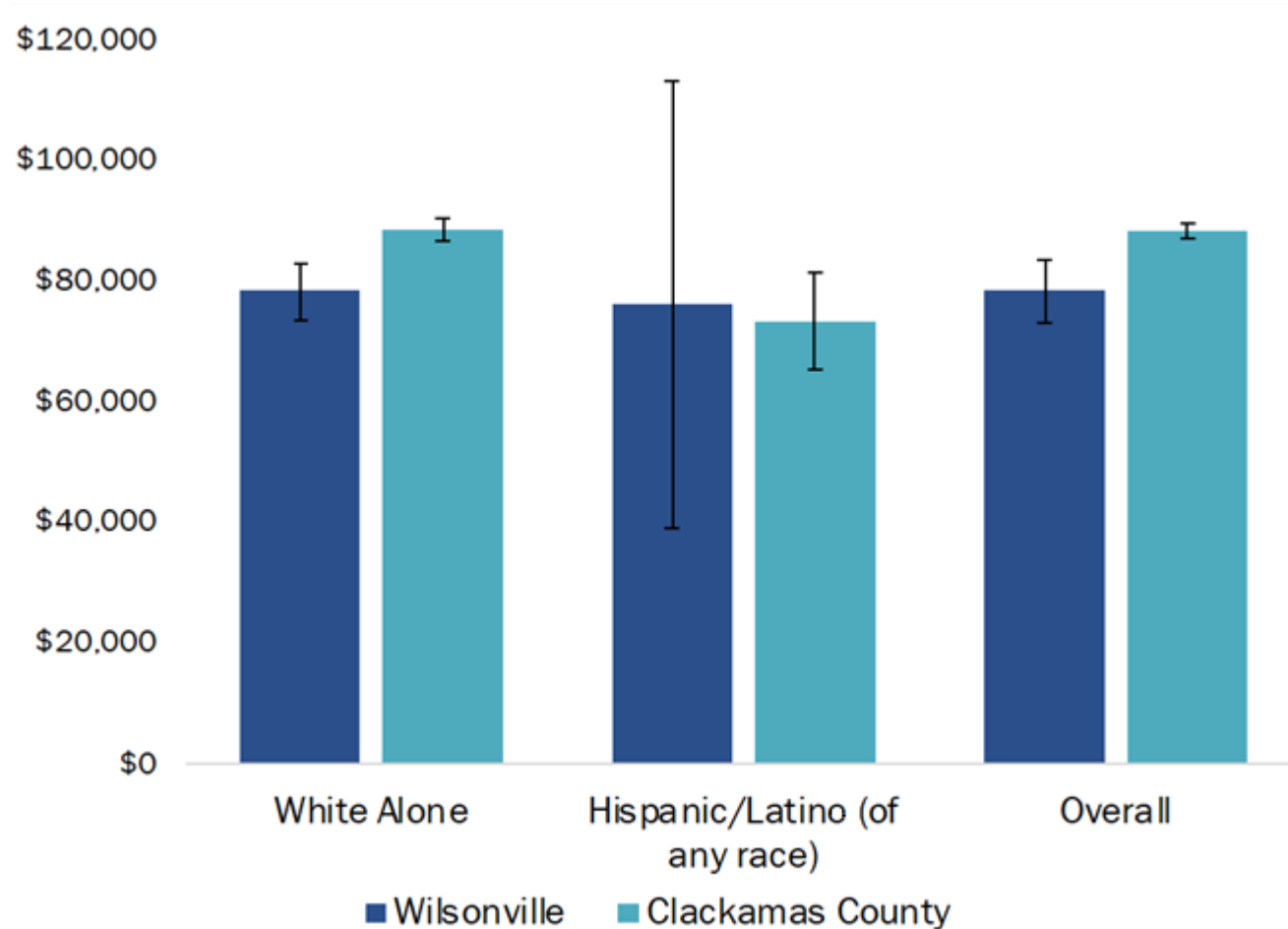


Source: HUD Point-in-Time Counts

Ability to Pay for Housing by Race and Ethnicity

Item B.

Median Household Income by Selected Race and Ethnicity, 2017-2021



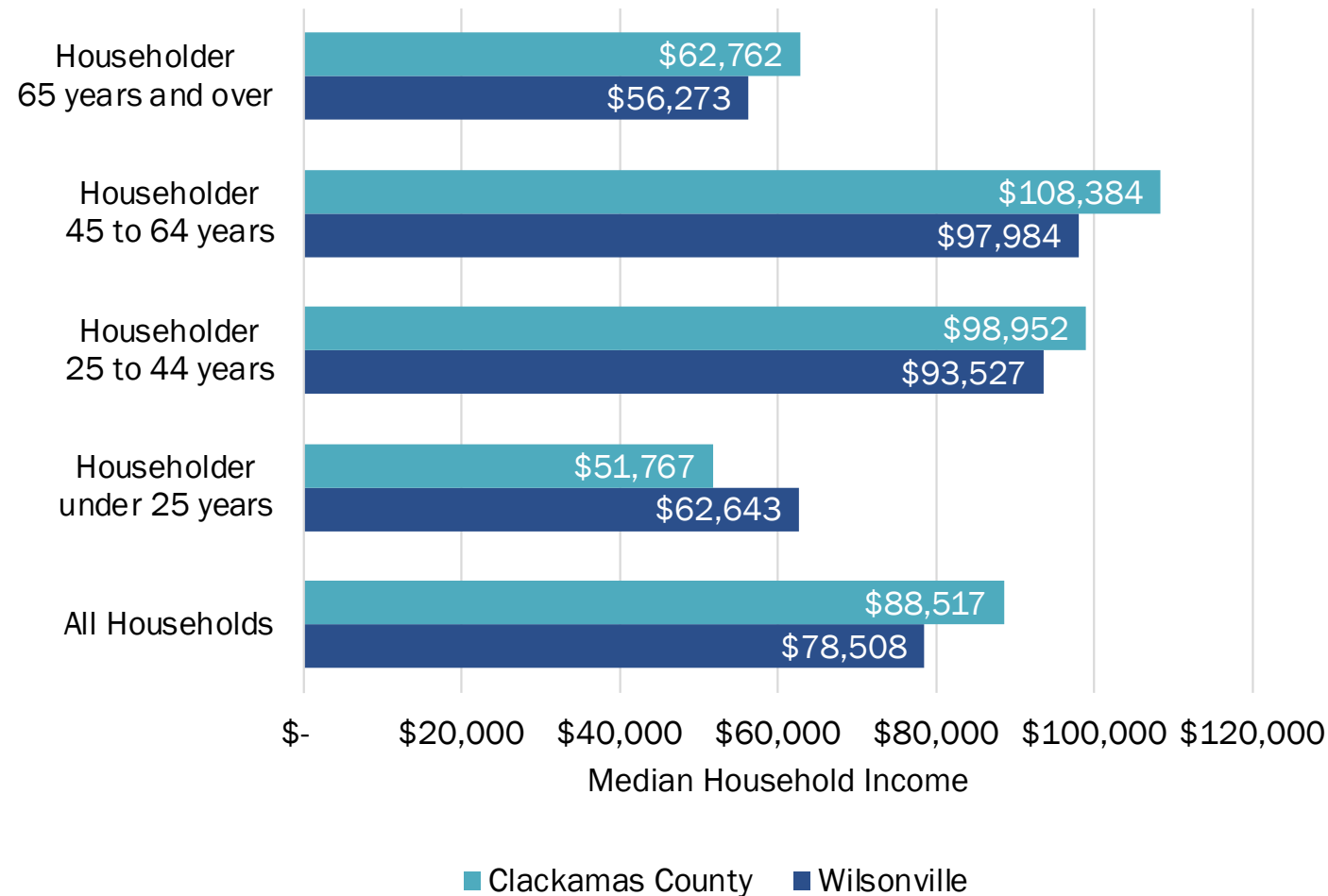
The largest racial and ethnic groups in Wilsonville are:

White, non-Hispanic: 18,937 people, 73% of population

Hispanic/Latino (any race): 3,433 people, 13% of population

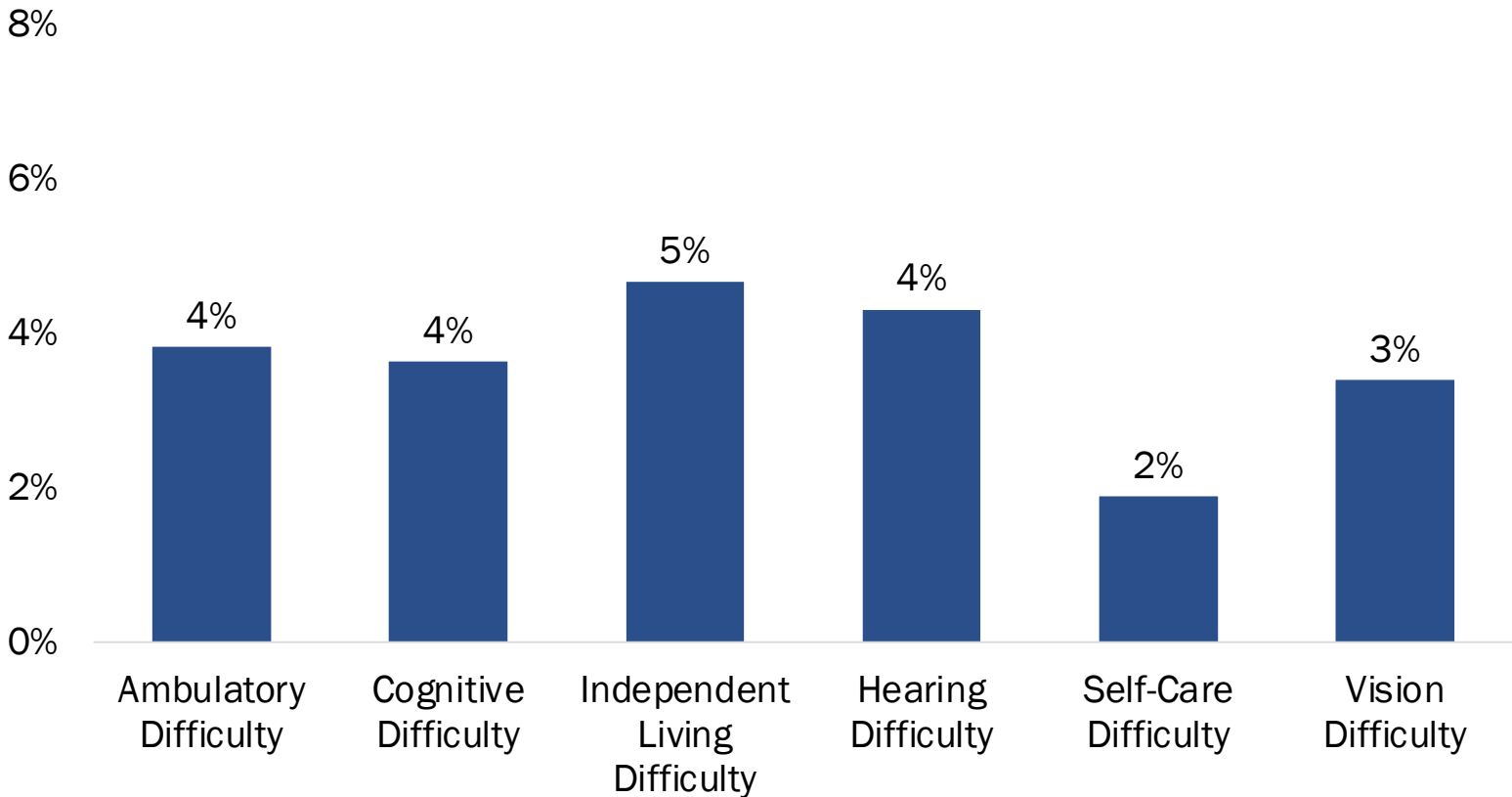
17 Source: U.S. Census, American Community Survey 2017-2021
Note: Other races not included due to lack of data and / or high margins of error

Median Household Income by Age



In Wilsonville, median household income for people over 65 years is 72% of the overall median.

Share of Persons with a Disability by Type (% of Total Population), Wilsonville, 2017-2021



About 12% of Wilsonville's population has one or more disabilities

Source: 2017-2021 American Community Survey, U.S. Census

- Access to affordable housing
 - ◆ Rent and ownership, diverse housing types
 - ◆ Market-rate and income-restricted affordable housing
- Access to housing that meets the household's needs
 - ◆ Size and configuration, number of bedrooms
 - ◆ Housing with needed services such as mental health, substance abuse, healthcare services
 - ◆ Accessibility for people with a disability
- Access to housing without discrimination

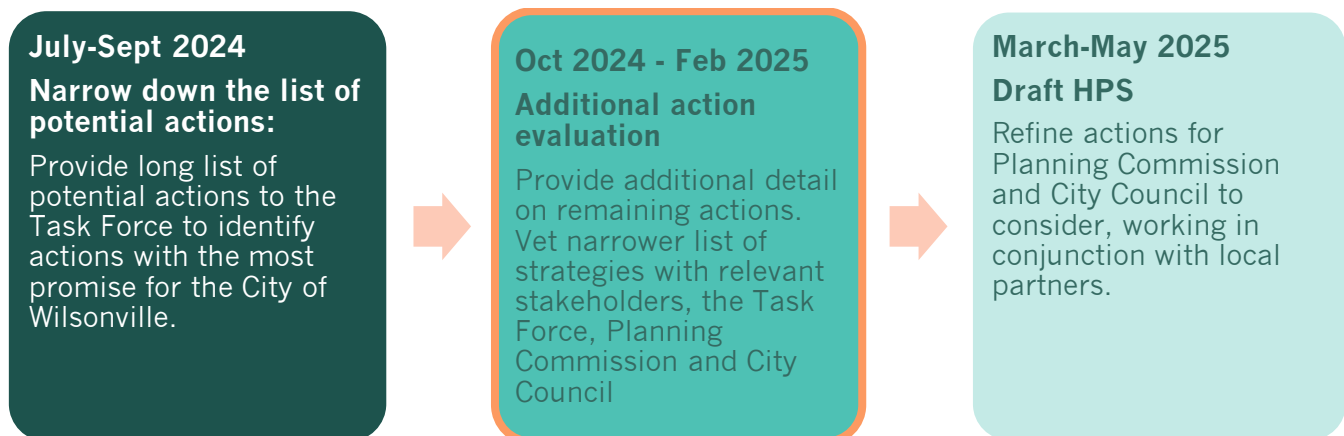
DATE: January 21, 2025
TO: Kim Rybold and Dan Pauly, City of Wilsonville
FROM: Beth Goodman and Nicole Underwood, ECOnorthwest
SUBJECT: Wilsonville HPS – Additional Information on Potential Actions

The City of Wilsonville recognizes the need for housing that meets the diverse requirements of its community members. To help address this need, the City is developing its first Housing Production Strategy (HPS) in accordance with House Bill 2003 adopted by the Oregon legislature in 2019. The HPS will outline actions that the City will undertake over the next six years to encourage housing development and preservation that meets the needs of its residents with a focus on low and middle-income households, individuals with disabilities, those experiencing homelessness, and historically marginalized communities within the city.

Purpose of this Memorandum

This memorandum outlines potential actions the City of Wilsonville could implement to address its housing needs. The project team developed these proposed actions through discussions with City staff, community stakeholders, the Task Force, Planning Commission, and City Council. This document serves as an interim deliverable. The listed actions will undergo further development and refinement before the City's selection of actions are finalized and incorporated into Wilsonville's Housing Production Strategy (HPS).

This memorandum supports the strategy evaluation phase (highlighted in orange in the diagram) and provides additional details on each of the potential actions and next steps that the City would take to implement over the course of six years. Currently, there are 15 proposed actions. The City aims to narrow these down to a focused set of impactful actions that will promote the development and preservation of affordable and attainable housing. The project team seeks input to determine which actions will be most effective and appropriate for inclusion in the final HPS.



This memorandum includes the following sections:

- ◆ Actions Under Consideration for Inclusion in the HPS
- ◆ Actions Removed from Consideration
- ◆ Appendix A: Definitions of Terms Used to Describe Actions

Actions Under Consideration for Inclusion in the HPS

The following actions are under consideration for inclusion in the HPS. If selected for inclusion in the HPS, the project team will continue to build out the details of each action.

Summary of Actions

Exhibit 1 provides details about each action, based on the information below. For more details about the terms used to describe each action, see Appendix A.

- ◆ **Income Level and Population Served** considers the population focused on by the action. In particular, the question is asked whether there is focus on incomes below 120% of MFI as these households are most likely to have difficulty affording housing. Outside of income level, the populations served may range from all residents of Wilsonville to serving a specific population.
- ◆ **Potential Impact on Housing** considers the potential scale of impact on housing that the action could have. This provides context for whether the policy tool generally results in a little or a lot of change in the housing market in terms of housing units produced or preserved.
- ◆ **Staff Capacity** considers whether existing staff could implement the action or whether it would require additional staff with specialized housing knowledge and/or a more formal housing program to implement.
- ◆ **Ease to Implement** assesses the political and community acceptability of the action, as well as potential need to coordinate with other organizations.
- ◆ **Funding Required** considers how much funding is required to implement and administer the action. This is a relative comparison to other actions.
- ◆ **Revenue Generation** considers whether the action will generate revenue to support housing production or preservation programs or infrastructure to support housing development.

The order of actions presented here does not indicate priority or the sequence of implementation as some actions may depend on others being completed first. Instead, actions are grouped by similarity to improve clarity and understanding.



Exhibit 1. Summary of Actions

Action	Income Level / Population Served	Impact on Housing	Staff Capacity	Ease to Implement	Funding Required	Revenue Generation
Actions that Can be Undertaken with Current Staff						
A. Evaluate redesignating or rezoning land for housing	All incomes / all residents	Moderate	Existing	Medium	Low	None
B. Facilitate a variety of housing types and designs throughout the city to meet diverse housing needs	All incomes / all residents	Small to Moderate	Existing	Medium	Low	None
C. Evaluate use of administrative review processes for residential development	All incomes / all residents	Small	Existing	High	Low	None
D. Expand flexibility for live-work and living units accessory to other uses like businesses	All incomes / all residents	Small	Existing	Medium	Low	None
E. Scale SDCs (System Development Charges) to unit sizes	Lower incomes / residents in smaller units	Small	Existing	Low	Medium	None
F. Encourage accessible design	All incomes / individuals with disabilities and seniors	Small	Existing	Medium	Low	None
G. Develop requirements for a Housing Specialist position	All incomes / all residents	Moderate to Large *while this position does not directly produce or preserve housing it is essential for implementing other actions that have moderate to large impact	Existing	High	Medium	None
H. Pursue establishing an Urban Renewal District and prioritize funding to support affordable housing development	Up to 120% MFI, could target specific populations	Moderate to Large	Existing	Low	Medium	High
I. Establish a Construction Excise Tax (CET)	Up to 100% MFI, could target specific populations	Moderate to Large	Existing	Low	Low	Medium



Action	Income Level / Population Served	Impact on Housing	Staff Capacity	Ease to Implement	Funding Required	Revenue Generation
J. Identify locations where infrastructure is needed to facilitate development of needed housing and identify funding sources to support infrastructure development	All incomes / all residents	Moderate to Large	Existing	Medium	Low Medium to High for infra. Dev.	None
Actions Requiring a Housing Specialist						
K. Expand land banking, parcel assembly, and public land disposition efforts	Up to 120% MFI, could target specific populations	Moderate to Large	Additional	Low	Low to High	None
L. Partner with a Community Land Trust (CLT) to develop affordable housing	Up to 120% MFI, could target specific populations	Moderate	Additional	Medium	Low to High	None
M. Support homebuyer assistance programs	60-120% MFI / first time low- and moderate-income homebuyers; could target specific populations	Small	Additional	Medium	Medium to High	None
N. Support preservation of affordable rental housing	0-60% MFI / low-income renters	Small	Existing and Additional	Medium	Medium	None
O. Implement a rental housing inspection program	Renters, especially low-income and marginalized populations	Small	Additional	Medium	Medium	Small charge to cover inspection cost possible



How the Actions Work Together

The actions and funding tools discussed in this section address housing needs across various income levels. Oregon has outlined seven objectives to ensure cities provide adequate housing opportunities for diverse incomes and needs.

The state objectives of an HPS are (OAR 660-008-0050):

- ◆ **Affordable Homeownership:** Support and create opportunities for development of affordable homeownership opportunities, especially for state and federal protected classes.
- ◆ **Affordable Rental Housing:** Support and create opportunities for the production of affordable rental housing, especially for state and federal protected classes.
- ◆ **Housing Stability:** Increase housing stability and reduce gentrification impacts, including displacement caused by redevelopment or investment.
- ◆ **Housing Choice:** Expand housing options for communities of color, low-income residents, people with disabilities, and other protected groups. Ensure housing is in neighborhoods with good schools, jobs, and community amenities.
- ◆ **Housing Location:** Promote development of housing in compact, mixed-use neighborhoods to meet greenhouse gas reduction goals.
- ◆ **Fair Housing:** Address disproportionate housing needs, segregation patterns, and disparities in access to housing opportunities.
- ◆ **Addressing Homelessness:** Advocate for and enable housing options for people experiencing homelessness. Partner with organizations to promote services, including permanent supportive housing.

To achieve these objectives, the City will implement a focused selection of new actions that when combined with its existing policies and programs would meet state requirements. Exhibit 2 highlights how the 15 proposed actions along with existing policies and programs address housing needs and align with state objectives. From these proposed actions, the City will choose the most impactful actions to implement over the next six years to promote affordable and attainable housing while ensuring compliance with state mandates.



Exhibit 2. State Housing Objectives and the Potential and Existing Actions

■ Primary focus of the action □ Secondary focus of the action

Actions	Affordable homeownership	Affordable Rental	Housing Stability	Housing Choice	Housing Location	Fair Housing	Address Homelessness
Potential Actions							
A. Evaluate redesignating or rezoning land for housing	■	■		□	□		
B. Facilitate a variety of housing types and designs throughout the city to meet diverse housing needs	■	■		■	□	■	
C. Evaluate use of administrative review processes for residential development	■	■					
D. Expand flexibility for live-work and living units accessory to other uses like businesses	□	■		■	■		
E. Scale SDCs (System Development Charges) to unit sizes	■	■					
F. Encourage accessible design				■		■	
G. Develop Requirements for a Housing Specialist position	Depends on the actions implemented in the HPS						
H. Pursue establishing an Urban Renewal District and prioritize funding to support affordable housing development	□	■		□	■		□
I. Establish a Construction Excise Tax	Depends on how much revenue is generated and how funding is spent						
J. Identify locations where infrastructure is needed to facilitate development of needed housing and identify funding sources to support infrastructure development	■	■		□	■	□	□
K. Expand land banking, parcel assembly, and public land disposition efforts	■	■	□	■	■	□	□
L. Partner with a Community Land Trust (CLT) to develop affordable housing	■			■	■	■	
M. Support homebuyer assistance programs	■			■		■	
N. Support preservation of affordable rental housing		■	■	■			■
O. Implement a rental housing inspection program			■			■	



Actions	Affordable homeownership	Affordable Rental	Housing Stability	Housing Choice	Housing Location	Fair Housing	Address Homelessness
Existing Policies and Programs							
Monitoring development activity							
Allowed missing middle housing	■	■	□	■	□	□	
Established clear and objective standards for all housing types	■	■					
Removed zoning barriers to ADUs and other smaller unit types	□	■	□	■	□	□	
Eliminated/reduced parking requirements	■	■		□	■	□	
Implemented mixed housing type requirements in Frog Pond	■	■		■	□	■	
Land disposition for affordable housing at Wilsonville Transit Center		■		■	■	■	■
SDC deferral program for affordable housing projects on City-owned property	□	■		□	□	□	
SDC waivers for ADUs	□	■		□			
Established a Vertical Housing Development Zone (VHDZ)		□		■	■		
Implemented the Nonprofit Corporation Low Income Housing Tax Exemption	□	■		■		■	□
Accessibility requirements in Frog Pond				■		■	
Established a safe sleep site							■
Intergovernmental agreement with Clackamas County to use Metro Supportive Housing Services funds for homelessness support							■



Many of these actions are more effective when bundled with other actions. Exhibit 3 shows how the actions work together. The City acknowledges that several funding sources and partnerships are necessary to implement these actions.

Exhibit 3. Relationship of Actions to Existing City Actions and Other HPS Actions

Potential Action	Relationship to Existing Wilsonville Housing Policies	Relationship to Other HPS Actions
A. Evaluate redesignating or rezoning land for housing		If non-residential land is re-zoned, it provides more opportunities for development of housing. These redesignated areas are likely to have utility capacity more readily and otherwise be development ready sooner than new land brought into the UGB. Actions A, B, and C are connected to most other actions in the HPS, as they aim to support increased housing development more broadly.
B. Facilitate a variety of housing types and designs throughout the city to meet diverse housing needs	This builds off the city's recent changes to allow middle housing throughout residential areas and reflects the adopted housing variety requirements in Frog Pond East and South.	This action, paired with encouraging accessible design in Action F, may result in opportunities for a wider range of accessible and affordable housing throughout newly developing areas of the city. Actions A, B, and C are connected to most other actions in the HPS, as they aim to support increased housing development more broadly.
C. Evaluate use of administrative review processes for residential development		This action will simplify the development process for housing developed with clear and objective standards. Actions A, B, and C are connected to most other actions in the HPS, as they aim to support increased housing development more broadly.
D. Expand flexibility for live-work and living units accessory to other uses like businesses	This builds on Development Code standards adopted in Frog Pond East and South that provide definitions for live-work dwelling units and business-integrated dwelling units.	



Potential Action	Relationship to Existing Wilsonville Housing Policies	Relationship to Other HPS Actions
E. Scale SDCs (System Development Charges) to unit sizes	The City completed an initial study of scaled SDCs during the Frog Pond East and South planning process and plans on evaluating them as infrastructure master plans are updated and SDC rate studies are done.	
F. Encourage accessible design	This builds on the work the City is doing in Frog Pond East and South to require a certain percentage of units be friendly or adaptable for limited mobility.	This action, paired with Action B to encourage wider variety of housing types and designs, will support development of housing that is more accessible to people with disabilities.
G. Fund a Housing Specialist position	This action was recommended as Action 1E in the Equitable Housing Strategic Plan but has not yet been implemented.	This action would support implementing the other actions in the HPS, especially more complex actions such as Actions I, K, L, M, N, and O.
H. Pursue establishing an Urban Renewal District and prioritize funding to support affordable housing development	Studying the use of urban renewal funds to support affordable housing development was one of the recommendations contained within the 2022 Urban Renewal Strategic Plan.	This action would provide funding to support housing developed within the urban renewal district. Actions that may depend more on this funding include Actions G, J, K, L, M, N, and O.
I. Implement a Construction Excise Tax (CET)	The Equitable Housing Strategic Plan recommended consideration of CET to fund affordable housing initiatives. Some evaluation of this tool has occurred, but no action to implement a CET has been taken by City Council.	This action would provide funding to support affordable housing developed across the city. Actions that may depend more on this funding include Actions G, J, K, L, M, N, and O.
J. Identify locations where infrastructure is needed to facilitate development of needed housing and identify funding sources to support infrastructure development	Prior infrastructure funding plans for Frog Pond West, Town Center, and Frog Pond East and South have assessed various funding options to pay for the infrastructure that is required to support new residential development.	This action may be necessary to support development of new housing related to Actions H, K, and L.



Potential Action	Relationship to Existing Wilsonville Housing Policies	Relationship to Other HPS Actions
K. Expand land banking, parcel assembly, and public land disposition efforts	The City has already donated public land for affordable housing (TOD site); this action would continue this type of strategy.	Provides land for the Community Land Trust in Action L, possibly funded by Urban Renewal in Action H, and/or a CET in Action I.
L. Partner with a Community Land Trust (CLT) to develop affordable housing	Action 2D of the Equitable Housing Strategic Plan recommended exploration of Partnerships with a Community Land Trust. The City has met with Proud Ground (a local CLT) but has not entered into any partnerships.	This action could rely on land from Action K, funding from Actions I and J, development of infrastructure from Action J, and homebuyer support from Action M.
M. Support homebuyer assistance programs	Action 2E of the Equitable Housing Strategic Plan recommended several tools, including homebuyer assistance programs, to support homeownership.	This action may rely on funding from Action I.
N. Support preservation of affordable rental housing		This action could rely on funding from Actions I and J and might respond to problems identified in Action O. There may be opportunities to provide more accessible housing from Action F.
O. Implement a rental housing inspection program		This action may rely on funding from Action I and potential Action H to support necessary repairs after inspection.



Details of Each Action

This section describes the potential actions under consideration for inclusion in the HPS. Each proposed action includes an assessment of its potential impact and key considerations for implementation.

A. Evaluate Redesignating or Rezoning Land for Housing

Rationale: Increasing the amount of land within the UGB for housing development increases opportunities for developing new housing. Redesignating or rezoning land from non-residential uses to residential uses can also provide more opportunity for housing development in locations closer to transit and urban services (such as medical services or grocery stores), particularly in areas where the market demand for existing non-residential land use designations is low.

Description: This will include redesignating or rezoning vacant or partially vacant low-density residential land and employment land. These areas could be planned for a diversity of housing types, including middle housing, multifamily housing, mixed-use development, or other types of housing that the City needs.

City Role: Lead The City will conduct research, identify potential areas for redesignation, engage stakeholders, and guide any Comprehensive Plan and Zone Map amendments through approval.

Staffing: Existing Staff and/or grant-funded consultants

Partners: Stakeholders and landowners in Wilsonville, providing input into Comprehensive Plan and Zoning Map changes.

Implementation Steps:

- Identify locations in the City where redesignating or rezoning land may be appropriate.
- Develop analysis about potential redesignation or rezoning of selected locations to determine possible impacts on availability of employment land and infrastructure needs to support housing development.
- Work with the landowner(s) and Planning Commission to provide input into the potential redesignation or rezoning of land, potentially as part of a broader Comprehensive Plan update process.
- Hold public hearings with the Planning Commission and City Council to implement the redesignation or rezoning of land.

Funding or Revenue Implications: Most costs can be covered using existing staff resources, though consulting services or public outreach efforts will require additional funds.

Anticipated Impacts

Income Level Served: All incomes

Population: All residents

Tenure: Renters and owners

Impact on Housing: Moderate

Equity Implications:

- *Benefits* - Homebuyers/renters: More land for housing; potential for more affordable housing types; Developers: Increased land available for housing
- *Burdens* - Current property owners: Potential neighborhood changes



B. Facilitate a Variety of Housing Types and Designs Throughout the City to Meet Diverse Housing Needs

Rationale: Requiring further diversification of housing stock in newly built areas within Wilsonville gives households more opportunity to find housing options that better meet their financial needs or housing preferences.

Description: The City will undertake approaches to facilitate the development of a variety of housing types. This could include the following approaches:

- **Establish mixed housing type requirements in targeted areas.** This could be modeled after the approach in Frog Pond East and South which included specific regulations to require the development of a diverse range of middle housing options, ensuring a balanced mix of housing types to meet community needs.
- **Incentivize development of manufactured, prefabricated, and modular housing.** Offer a density bonus or other incentive for manufactured, prefabricated, or modular housing, which can have lower construction costs, connecting to housing affordable at 120% of MFI or less.
- **Continue to allow a mix of housing throughout residential zones.** The Development Code allows for a mix of residential unit types in all residential zones throughout the City. Mixed housing type requirements combined with these continued allowances will continue to facilitate housing variety in Wilsonville.

Anticipated Impacts

Income Level Served: All incomes

Population: All residents

Tenure: Renters and owners

Impact on Housing: Small to Moderate

Equity Implications:

- **Benefits** - Homebuyers/renters: More housing options; potential for more affordable housing types; Developers: Potential incentives to support development
- **Burdens** – Developers: Requirements would decrease flexibility for development

City Role: Lead The City would be responsible for drafting, reviewing, and implementing these new requirements or incentives. The City will conduct research, identify potential areas for requirements or incentives, engage stakeholders, and guide changes through the approval process.

Staffing: Existing Staff and/or grant-funded consultants

Partners: Stakeholders in Wilsonville, providing input on approaches to diversify housing development.

Implementation Steps:

- Evaluate how the variety standards adopted for Frog Pond East and South can be adapted to other areas of the City.
- Evaluate the types of incentives the City can implement to encourage development of manufactured, prefabricated, and modular housing.
- Work with the stakeholders and Planning Commission to provide input into adapting variety standards or other incentives to encourage development of more diverse housing types.
- Hold public hearings with Planning Commission and City Council to implement approaches.

Funding or Revenue Implications: Most costs can be covered using existing staff resources, though consulting services will require additional funds.



C. Evaluate Use of Administrative Review Processes for Residential Development

Rationale: Streamlining the administrative review process for development processes that use clear and objective development standards can make the development process faster and increase certainty in the process.

Description: In most cases, new subdivisions and multifamily residential developments are approved through a public hearing process, even when applications meet clear and objective standards of the Development Code. Processing these applications administratively would reduce the overall review time and the potential for additional regulatory delay. To maximize effectiveness, the City will consider adding an administrative review process for adjustments to certain clear and objective standards.

City Role: Lead The City would analyze current review processes, identify opportunities for streamlining, and draft Development Code amendments to reflect updated administrative review processes.

Staffing: Existing staff

Partners: Stakeholders in Wilsonville, providing input on the development review process of housing.

Implementation Steps:

- Develop draft edits to the Development Code to allow administrative review processes for residential development.
- Work with stakeholders and Planning Commission to provide input into changes for the administrative review processes.
- Hold public hearings with the Planning Commission and City Council to adopt Development Code amendments to allow for administrative review processes.

Funding or Revenue Implications: This is primarily a development review process change that can be implemented by existing staff.

Anticipated Impacts

Income Level Served: All incomes

Population: All residents

Tenure: Renters and owners

Impact on Housing: Small

Equity Implications:

- *Benefits* - Homebuyers/renters: Faster availability of new housing; Developers: Faster approval process
- *Burdens* - Broader community: Reduced opportunities for public input on developments



D. Expand Flexibility for Live-work and Living Units Accessory to Other Uses like Businesses

Rationale: Expanding flexibility for live-work and accessory units supports small business owners by offering cost-effective housing options, encourages efficient land use, and reduces transportation demands. This approach also contributes to local economic development by fostering vibrant, mixed-use areas and providing affordable housing opportunities close to jobs and amenities.

Description: Update zoning regulations to allow housing units associated with non-residential uses where business owners or employees can live on the same site as a business.

City Role: Lead The City will draft Development Code amendments to promote and incentivize live-work units and accessory housing. This will include stakeholder outreach and adoption of Development Code updates.

Staffing: Existing Staff

Partners: Stakeholders in Wilsonville, providing input on approaches to expanding opportunities for live-work and living units accessory to other uses.

Implementation Steps:

- Develop amendments to the Development Code to expand opportunities for live-work and living units accessory to other uses throughout the City.
- Work with stakeholders and Planning Commission to provide input into the draft Development Code amendments for live-work type uses.
- Hold public hearings with the Planning Commission and City Council to implement the changes to the Development Code for live-work type uses.

Funding or Revenue Implications: This can likely be done with existing staff and resources as part of regular Development Code updates

Anticipated Impacts

Income Level Served: All incomes

Population: All residents

Tenure: Renters and owners

Impact on Housing: Small

Equity Implications:

- *Benefits* - Local businesses and workers: Expanded live-work opportunities
- *Burdens* - Current property owners: Potential neighborhood changes



E. Scale SDCs to Unit Sizes

Rationale: Scaling SDCs by unit size could encourage the development of smaller, more affordable housing types such as small single-family detached units or cottage clusters by reducing costs. However, since SDC fees typically represent a small portion of overall project costs, the impact on development feasibility is likely to be limited.

Description: Cities often charge a set SDC per dwelling unit, applying the same fee to large single-family detached units as for small single-family detached units or accessory dwelling units. Some cities have started scaling SDCs based on unit size (square footage). Wilsonville’s preliminary study on scaling SDCs found implementation to be complex. Further study is needed to determine the correct approach for scaling SDCs.

Additionally, the Supreme Court decision in *Sheetz v. County of El Dorado* may affect a city’s ability to scale SDCs for housing affordability. Implementation of this action will require additional analysis to determine its legality.

Implementation would occur concurrently with updates of various system project lists and related SDC methodologies. As such, any scaling of SDCs is not anticipated to be fully implemented prior to the next HPS.

City Role: Lead When it next evaluates its SDC methodology for each SDC fee, the City would conduct an analysis of current SDC structure, develop a new scaled fee system, and implement the changes. This would involve coordination across multiple City departments, and systems fee plans, and hiring consultants for technical analysis.

Staffing: Existing Staff and consultants

Partners: Developers and housing advocates

Implementation Steps

- Conduct legal reviews to ensure compliance with recent court rulings and Oregon law.
- Develop methodologies for scaling SDCs based on unit size.
- Present findings to stakeholders, the Planning Commission, and City Council.
- If approved, implement changes through updates to City policies and SDC rate schedules as project lists and SDC methodologies are updated.

Funding or Revenue Implications: This requires complex analysis and potential restructuring of City fees, which will necessitate outside consultants or additional staff time.

Anticipated Impacts

Income Level Served: Lower incomes

Population: Residents in smaller units

Tenure: Renters and owners

Impact on Housing: Small

Equity Implications:

- *Benefits* - Developers of small units: Lower costs for small-unit projects; Homebuyers/renters of small units: May lower housing costs for smaller units. However, typically cost savings are not passed down to buyers or renters. Any guarantee of pass through of savings would need additional City administrative process.
- *Burdens* – Broader community: reduction in collected SDCs may cause a delay in funding for capital projects; Developers of larger units: Higher costs for larger units; Homeowners/renters of larger units: May increase costs for larger units.



F. Encourage Accessible Design

Rationale: Encouraging accessible design expands housing options for individuals with disabilities and seniors, enabling them to live independently and in the housing setting of their choice.

Description: The City would provide incentives in the Development Code to increase units designed for Universal Design and Lifelong Housing Certification, aiming to enhance accessibility and livability for all residents. The Frog Pond East and South Master Plan includes a strategy to require a certain percentage of units be friendly or adaptable for limited mobility. The City may want to build upon those efforts in other areas of the city. The Task Force also noted that due to Federal requirements, buildings with four or more units, like quadplexes, have accessibility requirements, so incentivizing these unit types in single family neighborhoods helps to affirmatively further fair housing.

City Role: Lead The City would develop and implement incentives or requirements for accessible design in new developments. This might involve modifications to the Development Code and coordination with the Building Division.

Staffing: Existing staff

Partners: Developers and advocates and service providers for people with disabilities, providing input on design standards and development strategies

Implementation Steps:

- Draft changes to the Development Code and/or develop an incentive program and identify source of funding to increase the number of dwelling units designed accessibly.
- Work with the developers, advocates and service providers for people with disabilities, and the Planning Commission to provide input into the proposed program for encouraging accessible design.
- Hold public hearings with the Planning Commission and City Council to adopt Development Code amendments to encourage accessible design.

Funding or Revenue Implications: This primarily involves policy changes and can be implemented through existing development review processes. An additional incentive program may require implementation of a new or expanded funding source.

Anticipated Impacts

Income Level Served: All incomes

Population: Individuals with disabilities and seniors

Tenure: Renters and owners

Impact on Housing: Small

Equity Implications:

- *Benefits* - People with disabilities and seniors: Increased access to housing that meets their needs
- *Burdens* – Developers: May face higher construction costs to meet accessibility standards, which could impact overall affordability; Renters/homeowners: Higher costs may be passed on to the end user



G. Develop Requirements for a Housing Specialist Position

Rationale: Several actions being assessed for inclusion in the HPS would require additional staff attention to implement. This new staff person would be tasked with implementation of these and other housing-related responsibilities.

Description: The City would develop a position description, requirements, and research funding sources required to employ a City housing specialist. This new position would manage future HPS actions, conduct outreach with stakeholders, and connect community members with housing resources. The City envisions a housing specialist would:

- Manage implementation of HPS actions outside the scope of the Comprehensive Plan and Development Code.
- Conduct ongoing outreach with the County, Metro, development community, community-based organizations, and service providers.
- Connect prospective homeowners, renters, and people experiencing homelessness with the array of resources available through other partners. The City does not expect to be able to offer its own housing services, including homeless services, in the near term.
- Create and maintain an online One Stop Shop that would include a directory of housing-related resources on the City's website for community members, key stakeholders, and interested developers.

Anticipated Impacts

Income Level Served: All incomes

Population: All households

Tenure: Owners, renters, and unhoused

Impact on Housing: Moderate to Large

Equity Implications:

- *Benefits* - Residents in need: Easier access to housing programs and resources; Marginalized groups: targeted outreach to ensure equity in housing support services; Developers: Additional assistance in navigating the development process.
- *Burdens* – Broader community: Requires funding resources which would be unavailable to pursue other City priorities

City Role: Lead The City would be responsible for researching experience requirements, creating a position description, reviewing comparables to establish a salary range, reviewing where the position sits within the City organization, and preparing the information required for the Budget Committee and City Council to consider adding this position to City staff.

Staffing: Existing staff

Partners: N/A

Implementation Steps

- Develop a position description including minimum experience requirements.
- Identify a sustainable funding source for this position and, through the annual budgeting process, prepare information needed to consider adding an FTE position.

Funding or Revenue Implications: Addition of a housing specialist involves ongoing salary and benefits for a new staff position.



H. Pursue Establishing an Urban Renewal District and Prioritize Funding to Support Affordable Housing Development

Rationale: Urban renewal is a flexible funding tool that can support many actions in the HPS. Funds can be used for off-site infrastructure to enable new housing development. In addition, funds could be used to support affordable housing development as well as rehabilitation of existing housing in poor condition, possibly with future requirements that it remain affordable at an income level like 120% or less of MFI.

Description: Tax increment finance (TIF) revenues are generated by increases in assessed value within an urban renewal district from the time the district is first established. Cities can allocate TIF funds for affordable housing development within Urban Renewal Areas (URAs), alongside infrastructure improvements and other district upgrades. The City would need to establish a URA and include funding affordable housing as a priority in the Urban Renewal Plan. Depending on how the City administers the program (such as working with a nonprofit), the City could do special outreach to historically marginalized groups.

City Role: Lead The City would be responsible for identifying areas for establishing a URA and including a priority to allocate tax increment financing for housing. The City would lead development (with help of a consultant) of the necessary analysis and planning for establishing a new District. This would involve public engagement and coordination across City departments.

Staffing: Existing staff and consultants to establish the Urban Renewal District and develop the plan; Implementation of housing programs funded through Urban Renewal may require **additional staff**

Partners: Property owners in the proposed urban renewal area; overlapping taxing districts

Implementation Steps

- As part of planning for a potential new district, evaluate the approach to supporting housing development, such as whether a housing set-aside is an appropriate expenditure and how much can be allocated while balancing the need for infrastructure investments.
- Should a new urban renewal district be deemed appropriate, proceed with creating and adopting an Urban Renewal Plan. Establish priorities for the area, identify a project list, consult with taxing districts, prepare a feasibility study, prepare required plan documents, and hold adoption hearings.

Funding or Revenue Implications: Establishing a new URA requires significant planning and potential shifts in resource allocation. Development of a new URA would likely require hiring a consulting firm to assist with the analysis and engagement. **Revenue Generated:** High

Anticipated Impacts

Income Level Served: 0-120% MFI

Population: Low- and moderate-income households within the URA; Depending on program criteria, housing could focus on specific populations

Tenure: Renters

Impact on Housing: Moderate to Large depending on funding

Equity Implications:

- *Benefits* – Low-income families: More affordable housing in URA; Renters: Access to diverse housing options; likely in areas with access to services and transit
- *Burdens* – Taxpayers: Reduced tax revenue for other URA projects



I. Establish a Construction Excise Tax (CET)

Rationale: Construction Excise Tax (CET) is one of few options to generate additional locally controlled funding for affordable housing. A CET is intended to provide funding to support development of affordable housing. The funds from the CET are required by State law to be spent on developer incentives, supporting affordable housing programs, and homeownership programs. Although SB 1533, passed by the Oregon Legislature in 2016, allows municipalities to implement a CET to fund affordable housing, the City of Wilsonville does not currently collect this tax.

Description: CET is a tax assessed on construction permits issued by local cities and counties. The tax is assessed as a percent of the value of the improvements for which a permit is sought unless the project is exempted from the tax. The City could use CET revenue funds to support the development or re-development of affordable housing. Affordable housing itself is typically exempt from a CET, and as such this tax on new construction does not impact regulated affordable housing development.

In 2016, the Oregon Legislature passed Senate Bill 1533 which permits cities to adopt a construction excise tax (CET) on the value of new construction projects to raise funds for affordable housing projects. CETs may be residential only, commercial only, or residential and commercial. If the City were to adopt a CET, the tax would be up to 1% of the permit value on residential construction and an uncapped rate on commercial and industrial construction. The allowed uses for CET funding are defined by the state statute. The City may retain 4% of funds to cover administrative costs. The funds remaining must be allocated as follows, if the City uses a residential CET:

- 50% must be used for developer incentives (e.g. fee and SDC waivers, tax abatements, etc.)
- 35% may be used flexibly for affordable housing programs, as defined by the jurisdiction.
- 15% flows to Oregon Housing and Community Services for homeowner programs. If the City implements a CET on commercial or industrial uses, 50% of the funds must be used for allowed developer incentives and the remaining 50% are unrestricted. The rate may exceed 1% if levied on commercial or industrial uses.

City Role: Lead The City would be responsible for designing and adopting the tax structure, implementing collection procedures, and managing the funds generated. This would require coordination with the Building Division. Future administration of housing programs funded by the

Anticipated Impacts

Income Level Served: 0-100% MFI

Population: Low- and moderate-income **households; Depending on program criteria, housing could focus on specific populations**

Tenure: Owners and/or renters depending on program criteria

Impact on Housing: Moderate to Large, depending on funding available

Equity Implications:

- *Benefits* - Low-income households: More affordable housing in targeted areas; Affordable housing developers: More funding for affordable housing projects
- *Burdens* – Market-rate developers: Increased project costs that could be passed to buyers or renters; Local businesses: Increased rents/sales prices if the tax is passed to the end user; Buyers/renters of market rate housing: Increased rents/sales prices if the tax is passed to the end user.



CET would require additional staff. The 4% administrative fee set aside from CET could be used to support a new staff position.

Staffing: Existing staff; additional staff needed for implementation of housing programs funded through CET

Partners: Local developers, Chamber of Commerce, major employers, and the Wilsonville business community

Implementation Steps:

- Evaluate potential approach. Include projections on potential revenue and what programmatic goals could be accomplished with revenue. Include SWOT analysis for both residential and commercial/industrial development.
- Engage with developers, major employers, and the business community in Wilsonville to evaluate tolerance for a CET on commercial and industrial development and where there are shared interests in supporting local housing production.
- Seek direction on whether to proceed with adoption from City Council at work sessions.
- Wilsonville City Council could impose the CET by adoption of an ordinance or resolution that conforms to the requirements of ORS 320.192–ORS 320.195.

Funding or Revenue Implications: Implementation costs are relatively low, primarily involving administrative setup, which can be paid from CET funds. The 4% administrative fee set aside from CET could be used to support a new staff position. **Revenue Generated:** Medium



J. Identify Locations Where Infrastructure is Needed to Facilitate Development of Needed Housing and Identify Funding Sources to Support Infrastructure

Rationale: Identifying infrastructure needs and funding solutions removes barriers to housing development, shares costs equitably, and ensures infrastructure supports community growth and housing demand.

Description: The City will continue to identify areas where infrastructure improvements are needed to support housing development and determine funding sources to pay for the infrastructure, including lobbying for state and federal funds. Potential funding options could include a Local Improvement District¹ and/or a Reimbursement District.²

City Role: Lead The City would identify infrastructure needs, develop funding mechanisms (such as local improvement districts or reimbursement districts), and manage the infrastructure projects. This would involve coordination with engineering and potentially with developers.

Staffing: Existing staff

Partners: Local developers, property owners, elected officials, community development staff

Implementation Steps:

- Assess infrastructure needs, identifying areas where improvements are required to support diverse housing development.
- Continue to articulate the need for infrastructure funding opportunities on the City's State Legislative Priorities list.
- Evaluate potential funding mechanisms, such as Local Improvement Districts and Reimbursement Districts; engage stakeholders to discuss potential funding mechanisms
- Implement the funding mechanism and make infrastructure improvements

Funding or Revenue Implications: The City would pursue cost sharing mechanisms and state/federal grants, which would lower the cost of infrastructure improvements for the City.

Anticipated Impacts

Income Level Served: All incomes

Population: All households

Tenure: Renters and owners

Impact on Housing: Moderate to Large

Equity Implications:

- *Benefits* - Consumers of housing: Enables cost sharing for infrastructure, supporting new housing development that may otherwise be hindered by high infrastructure costs.
- *Burdens* – Developers: additional cost to developer that may or may not get passed down; Property owners: Pay fee for infrastructure improvements, proportionate to their benefit from the improvement. *Lower income property owners may find these fees especially burdensome*

¹ **Local Improvement District:** A special assessment district where property owners are assessed a fee to pay for capital improvements like streetscape enhancements, underground utilities, or open spaces. Residential assessments cannot exceed the property's pre-improvement value. Establishing the district requires an ordinance approved through a public hearing and majority support from affected property owners.

² **Reimbursement District.** A Reimbursement District is a cost sharing mechanism, typically initiated by a developer. The purpose is to provide a reimbursement method to the developer of an infrastructure improvement, through fees paid by property owners at the time the property benefits from the improvement.



K. Expand Public Land Disposition Efforts

Rationale: Land control is critical because costs make affordable housing development difficult or financially infeasible. Control of land also allows the owner to determine how land is developed. Land costs account for a substantial portion of housing development costs. Thus, removing or reducing land costs can dramatically lower the costs of developing affordable housing.

Description: The City will expand public land disposition efforts. This will include inventorying city-owned land and other publicly owned land to identify surplus properties. Where it makes sense, the City will solicit a partner to develop housing affordable to target MFI on surplus sites (**land disposition**).

The City may also consider **land banking and parcel assembly**. In this instance, the City would purchase land, disposing of it as opportunities for future affordable housing development became available. This would require a funding source.

The City could also implement a policy requiring or incenting first purchase rights for certain types of properties to the City or nonprofit (first right of refusal policies). This type of policy would require landlords to notify cities and/or nonprofits of the intent to sell so that the cities/nonprofits can purchase land/properties before they turn to market rate (important for low-cost, market-rate housing).

City Role: Lead The City would identify and/or acquire suitable land but may partner with developers or nonprofits for actual housing development. The City would lead in creating policies for land disposition and potentially in assembling parcels.

Staffing: Additional staff needed

Partners: Government agencies that own land in Wilsonville

Implementation Steps:

- Identify parcels of land that would be suitable for disposition and discuss goals for development of these sites with City Council.
- Identify whether the City is willing and has the funds to purchase land and hold it for development of affordable housing (land banking).

Anticipated Impacts

Income Level Served: Depends on program criteria: 0-60% MFI, could serve up to 120% MFI

Population: Low-and moderate-income residents; depending on program criteria, housing could focus on specific populations

Tenure: Owners and/or renters depending on program criteria

Impact on Housing: Moderate to Large depending on amount of land available

Equity Implications:

- *Benefits* – Low-income homebuyers/renters: Access to lower-cost housing in the future; People experiencing homelessness: Potential for supportive housing; Communities of Color: Opportunity for intergenerational wealth building, depending on program criteria
- *Burdens* – Broader community: Publicly owned land used for housing is not available for other City priorities. Land acquisition requires significant funding resources which may mean the City may not be able to pursue other priorities.



- Working with the City Council, determine funding, land, staff, and other resources the City can commit to land disposition and land banking.
- Research partnerships for affordable housing development where the City can contribute land to development of affordable housing projects, including how the City can participate in partnerships with different organizations.
- Document the City's proposed approach on land disposition and land banking and begin executing on the approach, as appropriate.

Funding or Revenue Implications: Acquiring and managing land requires significant capital investment. This could be supported with urban renewal or CET funds.



L. Partner with a Community Land Trust (CLT) to Develop Affordable Housing

Rationale: Land trusts support affordable housing development by reducing or eliminating land cost from development. Land trusts hold land in perpetuity and sell or lease the housing on the land at below-market-rate prices. Land trusts most frequently provide opportunities for homeownership that remain affordable over the long term.

Description: The CLT model in the Portland area typically involves a nonprofit or municipal organization owning land and providing long-term ground leases to low-income households to purchase homes. Agreements cover purchase prices, resale prices, equity capture, and other terms. The City would partner with a CLT, identify sites it could offer a CLT, and explore options agreements for development of affordable units for homeownership, potentially as a part of a larger development.

The City and nonprofit partner could consider limited equity cooperative housing as a part of its strategy. In this model residents buy shares in a cooperative that owns the property (which is often a multifamily building) rather than individual units. Resale prices are set by a formula to maintain long-term affordability for future owners.

City Role: Lead The City would support the CLT by providing resources (potentially land or funding), adjusting policies to facilitate CLT operations, and collaborating on identifying suitable properties or development opportunities.

Staffing: Additional staff needed

Partners: Nonprofits such as Proud Ground, Northwest Community Land Trust Coalition, DevNW, and Network for Oregon Affordable Housing, Center for Community Progress, Fair Housing Council, Community Partners for Affordable Housing; other governmental agencies

Implementation Steps:

- Explore potential partnerships and how the City can participate in these partnerships.
- Working with the City Council, determine funding, land, staff, and other resources the City can commit to these approaches.
- Document the City's proposed approach on these partnerships and begin executing on the approach, as appropriate.

Funding or Revenue Implications: While the CLT would handle much of the work, the City would likely need to provide funding such as from urban renewal or CET, land (such as from the land banking action) or other resources to support the partnership.

Anticipated Impacts

Income Level Served: Depends on program criteria: 0-60% MFI, could serve up to 120% MFI

Population: Low- and moderate-income residents; depending on program criteria, housing could focus on specific populations

Tenure: Owners

Impact on Housing: Moderate

Equity Implications:

➤ *Benefits* - Low-income households: Affordable, secure homeownership; Communities of Color: Opportunity for intergenerational wealth building

➤ *Burdens* - Homebuyers: Limited equity gain compared to traditional homeownership; Broader community: Publicly owned land used for housing is not available for other City priorities. Allocating funding to a CLT could restrict resources for pursuing other City



M. Support Homebuyer Assistance Programs

Rationale: Barriers to homeownership often include upfront costs, such as down payments and closing costs, which are outside of regular monthly housing expenses (e.g., mortgages or utilities). These upfront costs can create financial obstacles for households that can otherwise afford ongoing housing expenses but lack access to the necessary lump sum.

Description: The City will collaborate with a nonprofit or housing authority to provide financial assistance—such as grants or low-interest loans—for down payments and closing costs. The program will aim to improve access to homeownership for low- and moderate-income households and will include targeted outreach to historically marginalized communities.

City Role: Partner The City will identify appropriate nonprofit or housing authority partners to administer the program, provide funding, and ensure the program aligns with the City’s housing goals. The City will also assist with community outreach to maximize program awareness and participation.

Staffing: Additional staff needed

Partners: Nonprofit organizations or housing authorities with experience in homeownership assistance programs.

Implementation Steps:

- Research and identify organizations currently offering down payment or closing cost assistance in Wilsonville or nearby areas.
- Identify a sustainable funding source (e.g., CET revenue) and allocate an amount to support the program
- Formalize a partnership with the selected organization(s) to distribute financial assistance and administer the program.
- Work collaboratively to create targeted outreach efforts, prioritizing historically marginalized households and communities to ensure equitable access to the program.
- Track program participation, demographics served, and outcomes to ensure alignment with City housing equity goals.

Funding or Revenue Implications: These programs typically involve direct financial assistance to homebuyers, requiring a substantial funding pool. This could be supported with CET funds.

Anticipated Impacts

Income Level Served: 60-120% MFI

Population: First-time low-to moderate- income homebuyers; could target communities of color and other marginalized groups

Tenure: Owners

Impact on Housing: No new housing developed; supports households directly

Equity Implications:

- *Benefits* - First-time homebuyers: Increased ability to afford homes; Marginalized groups: Access to homeownership for historically excluded communities
- *Burdens* – Broader community: Requires funding resources which would be unavailable to



N. Support Preservation of Affordable Rental Housing

Rationale: Preserving income-restricted affordable rental housing ensures that low-income households, particularly those earning 0-60% of Median Family Income, have continued access to safe and stable housing. Preservation is a cost-effective alternative to building new affordable units.

Description: Encourage and support preservation of affordable rental housing for households earning 0-60% Median Family Income. Working with the State and affordable housing partners the City would help ensure no net loss of regulated affordable housing units, especially where prior federal tax credits are expiring in the next 5 to 10 years.³

City Role: Partner The City would work with state agencies and nonprofit housing providers to identify at-risk properties and develop preservation strategies. The City might provide funding or policy support but is unlikely to directly acquire or manage properties.

Staffing: Existing for policy development; Additional staff needed for external coordination or funding support

Partners: State agencies and property owners of regulated affordable housing, collaborating to develop preservation strategies

Implementation Steps:

- Track the expiration of LIHTC coming up from OHCS's tracking sheet to be aware of expected LIHTC expirations.
- Examine the City's current Mobile Home Closure Ordinance and determine the feasibility of adopting a similar policy for properties with expiring tax credits.
- Meet with the property owner of Weidemann Park to discuss preservation potential. Explore extending affordability agreements such as by offering grants for property improvements or facilitating ownership transfers to another organization.
- Identify funding sources, such as renewal of LIHTC, state preservation funds, federal grants, or local urban renewal funds, to support acquisition or rehabilitation of at-risk properties.
- Regularly review the status of at-risk properties and track preservation outcomes to ensure no net loss of affordable units.
- Inform residents and local stakeholders about the importance of preserving affordable housing and available resources for support.

Anticipated Impacts

Income Level Served: 0-60% MFI

Population: Low-income renters; some developments may serve marginalized populations

Tenure: Renters

Impact on Housing: Small – affordable housing preserved but no new housing developed

Equity Implications:

- *Benefits* - Low-income renters: Protection from rising rents; Marginalized groups: Maintains affordable housing availability for specific communities that the developments serve.
- *Burdens* – Landlords: Restrictions on redevelopment of affordable units.

³ Wiedemann Park in Wilsonville is a 58-unit, income-restricted multifamily development. It faces the risk of losing its regulated affordable status, as the federal tax credits supporting the property are set to expire in December 2029.



Funding or Revenue Implications: Preserving existing affordable housing often requires financial investment, potentially including property acquisition or rehabilitation costs. Wilsonville has one regulated affordable multifamily property with federal tax credits expiring in 2029. Funds raised through Urban Renewal (if the property is in a designated urban renewal area) or CET could be used for these costs.



O. Implement a Rental Housing Inspection Program

Rationale: A Rental Housing Inspection Program could help ensure that Wilsonville’s rental housing stock is well maintained and could improve the health, safety, and well-being of residents that rent in Wilsonville. City leaders, Task Force members, and other stakeholders cited the condition of Wilsonville’s housing stock as a concern.

Description: A Rental Housing Inspection Program would establish a proactive inspection schedule for rental properties, ensuring housing quality is maintained without relying solely on tenant complaints. While landlords are already required to meet basic maintenance standards, this program aims to prevent unsafe conditions through routine inspections.

The inspection process would focus on identifying and addressing potential issues early, such as faulty heating or plumbing, pest infestations, structural concerns, or inadequate sanitation, to promote safe and livable housing for all tenants.

To encourage compliance and long-term affordability, the City could offer low-interest loans or grants to property owners who commit to maintaining affordable rent levels. This approach promotes stable housing for vulnerable populations—such as low-income renters, seniors, and people with disabilities—while also ensuring that properties remain in good condition over time.

City Role: Lead The City would develop the program and be responsible for ongoing enforcement.

Staffing: Additional staff needed

Partners: Rental property owners and residents, providing input on the housing inspection program and what supports would be most helpful to maintain the properties.

Implementation Steps:

- Develop an inventory of rental properties with contact information of property managers and owners.
- Engage renters and landlords to identify challenges and collaboratively design solutions.
- Design program guidelines and identify resources needed to implement the program; define inspection focus areas, schedule, and compliance standards for landlords.
- Develop a mechanism for renters to report problems with a property to the City.
- Identify funding source for the program such as rental property fees.

Anticipated Impacts

Income Level Served: All incomes

Population: Renters, especially low-income and marginalized populations

Tenure: Renters

Impact on Housing: Small – preservation of existing supply

Equity Implications:

- *Benefits* - Renters: safer, better maintained homes; Seniors/people with disabilities: more habitable, accessible living spaces
- *Burdens* – Landlords: potential increase in maintenance costs; Renters: risk of landlords increasing rents/fees to cover additional



- Develop an incentives program to offer loans or grants to landlords to maintain their properties who commit to charging affordable rents; this could be done with urban renewal or CET.

Funding or Revenue Implications: While program development costs may be low, implementation and enforcement would require ongoing staff resources. The City would need to cover the costs of the program, which could include a fee on rental properties that is calibrated to the cost of implementing the program. Urban renewal or CET funds could be used for a residential loan or grant program to make repairs after inspection.



Actions Removed from Consideration

While all actions have value, the City plans to focus on a set of impactful actions to support affordable and attainable housing over the next six years, given resource limitations. Following discussions with the Task Force, Planning Commission and City Council, the project team removed some potential actions from consideration. These could be addressed outside the HPS or considered in the next HPS.

- ◆ **Explore and Implement Tax Exemptions.** The City will evaluate and pursue at least one of the following tax exemptions: Multiple Unit Limited Tax Exemption (MULTE) or Homebuyer Opportunity Limited Tax Exemption (HOLTE).
- ◆ **Explore Programs to Support housing Rehabilitation and Weatherization.** The City will evaluate and pursue at least one of the following programs: Housing Rehabilitation Program or Housing Weatherization Program.
- ◆ **Support a Rental Assistance Program.** Rental assistance programs provide funds to qualifying low-income households to pay rental costs. The City could choose to administer a rental assistance program itself or could provide support to non-profit agencies that provide these services.
- ◆ **Develop a Homelessness Action Plan.** A homelessness action plan outlines the strategies and actions a city will take to address and reduce homelessness within the community.
- ◆ **Adopt Affirmatively Furthering Fair Housing as a Housing Policy in the Comprehensive Plan.** Amend the Comprehensive Plan to explicitly make Affirmatively Furthering Fair Housing a Housing Policy.
- ◆ **Establish a Tenant Protection Program.** This program would provide enhanced support for renters. It would focus on promoting housing stability and equitable treatment by offering resources such as landlord education, tenant rights education, and legal aid services.



Appendix A: Definitions of Terms Used to Describe Actions

This section summarizes the terms used to describe each action. These terms include: income level served, population served, tenure (rental, ownership, or both), impact on housing development/preservation, equity implications, city role, staff capacity, ease of implementation, funding required, and revenue generation.

Income Level Served

Wilsonville’s HPS will strive to support increased access to housing affordable to all income levels. Focusing on production and preservation of housing for households with incomes below 120% of AMI is an important way to achieve this goal. This HPS defines income levels based on 2024 Median Family Income for Clackamas County (based on the U.S. Department of Housing and Urban Development) for a household of four people, as follows:

Extremely Low Income	Very Low Income	Low Income	Moderate Income	Higher Income
Less than 30% MFI Less than \$35,400	30% to 60% of MFI \$35,400 to \$70,140	60% to 80% of MFI \$70,140 to \$94,400	80% to 120% of MFI \$94,400 to \$140,280	120% of MFI + \$140,280
18% of households	24% of households	11% of households	25% of households	22% of households
Can afford \$890 or less in monthly housing costs. ⁴	Can afford \$890 to \$1,750 in monthly housing costs.	Can afford \$1,750 to \$2,360 in monthly housing costs.	Can afford \$2,360 to \$3,510 in monthly housing costs.	Can afford \$3,510 or more in monthly housing costs.

Population Served

The populations served may range from all residents of Wilsonville to serving a specific population, such as historically marginalized populations like People of Color, people with disabilities, people experiencing homelessness, or other marginalized groups.

Tenure

Tenure considers whether the action would primarily serve renters, homeowners, or both.

⁴ This row calculates how much a household in this income category can afford in monthly rent without cost burdening themselves. A household is defined as cost burdened if their housing costs exceed 30 percent of their gross income. Cost burden is a standard set by the U.S. Department of Housing and Urban Services to measure housing affordability.



Potential Impact on Housing

Potential Impact on Housing considers whether the action will result in a little or a lot of change in the housing market. How many dwelling units might be produced, or Affordable Housing units preserved? Can the tool leverage investments from other partners? The scale of impact depends on conditions in the City, such as other existing or newly implemented housing policies, land supply, and housing market conditions. The HPS defines Potential Impact as follows:

Small	Moderate	Large
May result in development of a small amount of new housing or preservation of existing Affordable Housing.	Could directly result in development of new housing or preservation of existing Affordable Housing.	Would directly result in development of new housing or preservation of existing Affordable Housing.
<i>~1-3% of new needed housing. Up to 85 new dwelling units</i>	<i>~3% to 5% of new needed housing. 85 to 141 new dwelling units</i>	<i>~5% to 10% (or more) of new needed housing. Greater than 141 new dwelling units.</i>

Equity Implications

Equity implications consider who benefits and who is burdened by the action. This evaluation will include a high-level description of who is benefited and who is burdened.

City Role

City Role considers whether City staff would take the lead role in implementing an action, or if the City's role would be to partner with other organizations. This evaluation will include a high-level description of what the City's role might entail.

Staff Capacity

Staff Capacity considers whether existing staff at Wilsonville could implement the action or whether it would require additional staff with specialized housing knowledge and/or a more formal housing program to implement.

Ease of Implementation

Ease of Implementation assesses the difficulty of implementing the action in terms of coordination with elected officials and stakeholders. It considers expected political acceptability for elected officials, interested stakeholders (such as developers), and the public at large. For instance, developers may resist changes to land use regulations if they perceive it may make it more costly to develop. Community members may resist certain actions if they perceive negative impacts to themselves or their property. If the action is



dependent on the action of another organizational entity, the action is less likely than if the City controlled all aspects of tool implementation. We define ease of implementation, as follows:

	Low	Medium	High
Potential concerns from stakeholder groups, the public at large, and/or elected officials	Likely significant concern	Moderate concern	Little concern
Coordination with another entity required	Significant	On-time or ongoing coordination	Little or none.
Planning Commission review and/or City Council acceptance/adoption required	Extensive review and adoption required	Moderate review and adoption may be required	Little review required

Funding Required

Funding Required considers the level of financial resources, outside of existing staff and decision-maker time, required to develop and implement an action. This includes the additional cost of establishing and maintaining a new program, including new staff. This is a relative comparison to other actions. The HPS defines Funding Required as follows:

Low	Medium	High
Has relatively small funding impacts, in that it requires little additional funding.	Has relatively moderate funding impacts. It requires moderate amounts of additional funding.	Has relatively larger funding impacts. It requires large amounts of additional funding.

Revenue Generation

Revenue Generation considers whether the action will generate revenue to support housing production or preservation programs or infrastructure to support housing development. This will apply to a small subset of actions. The HPS defines Revenue Generation as follows:

None	Low	Medium	High
Does not generate revenue.	Generates little new revenue.	Generates a moderate amount of new revenue.	Generates a large amount of new revenue.



Appendix C: Construction Excise Tax Implementation Roadmap

How It Works

In 2016, the Oregon Legislature passed Senate Bill 1533 which permits cities to adopt a construction excise tax (CET) on the value of new construction projects to raise funds for affordable housing projects. The statute permits a maximum rate of 1% of permit value on residential construction and does not limit the rate on commercial and industrial construction. The adopting jurisdiction selects the rate within these constraints. Many communities in Oregon are exploring the application of CET for housing projects, because the tool can provide a locally-generated, dedicated source of funds for affordable housing programs and developer incentives.

The allowed uses for CET funding are defined by the state statute. The City may retain 4% of funds to cover administrative costs. The net revenue after deducting administrative costs must be allocated as follows, if the City uses a residential CET:

- 50% must be used for developer incentives (e.g., fee and SDC waivers, tax abatements, etc.)
- 35% may be used flexibly for affordable housing programs, as defined by the jurisdiction.
- 15% flows to Oregon Housing and Community Services for homeowner programs.

If the City implements a CET on commercial or industrial uses, 50% of the net revenue must be used for local housing programs, as defined by the jurisdiction, and the remaining 50% are unrestricted.

The statute exempts public buildings, regulated affordable housing, places of worship, public and private hospitals, agricultural buildings, and nonprofit long-term care facilities, residential care facilities, and continuing care retirement communities.² The City can exempt other types of development if desired (e.g., small developments under a certain size or permit value). The tax applies only to new construction and additions or remodels that add square footage.

Construction Excise Taxes in Oregon¹

As of 2020, the following Oregon cities have adopted a CET:

- Portland
 - Corvallis
 - Tillamook County
 - Cannon Beach
 - Hood River County
 - Hood River City
 - Newport
 - Medford
 - Milwaukie
 - Bend (*grandfathered program from before legislation*)
-

¹ This list is based on ECONorthwest research as of April 2020 and may not be exhaustive.

² Oregon Revised Statute 320.173

Pros

- Flexible funding source, especially for funds derived from commercial/industrial development.
- Can be blended with other City funds to maximize impact.
- Ability to link industrial or other employment investments, which generate new jobs and demand for new housing, with funding for housing development.
- Allows some use of funds for administration; can fund staff time needed to administer programs.

Cons

- CET increases development costs in an environment where many developers are already seeking relief from systems development charges, so it would have impact on project feasibility.
- Where demand is high relative to supply, may be passed on in whole or in part through higher housing costs or higher rents for tenants in new buildings.
- Revenue will fluctuate with market cycles and will not be a steady source of funding when limited development is occurring.

Application in Wilsonville

This section outlines the broad steps that the City might take in evaluating the establishment of a CET in the City.

1. Develop and Analyze Program Scenarios

To better understand and select among the options available through the statutes, the City should evaluate a number of scenarios that are tailored to the Wilsonville market and the specific program design.

- Should the CET apply to both residential and commercial / industrial development?
- What rate would be appropriate for each type of development included, balancing revenue generation with impacts to development feasibility?
- What exemptions might the City want to establish, in addition to those required under statute (see above)? For example, would the City want to exempt projects under a certain size or permit value, certain housing types, or a broader definition of affordable housing?

Using the historical and projected residential building permit values, the City could analyze the average revenue it would generate with a CET by use, per the statutory rate cap and spending limitations.

	Residential	Commercial/Industrial
Rate Cap	The statutory rate cap is 1%. The City could look at rates of 0.5% to 1% of permit value.	Given that the rate is uncapped, the City could evaluate a range of CET rates (e.g., 0.5%, 1%, 2%, and 5%).
Spending Limitations	50% - developer incentives 35% - affordable housing programs, as defined by the jurisdiction 15% - Oregon Housing and Community Services for homeowner programs	50% - developer incentives 50% - unrestricted

Source: Oregon Revised Statutes 320.195 (4)

A key question for the program structure will be how the City can structure the CET so that it would not provide a great disincentive to new market-rate development that would otherwise pencil without the CET.

2. Determine How the City Would Use CET Revenues

Because CET is dependent on new construction, revenue will vary with market cycles. The City should consider reasonable assumptions for budgeting purposes and define priorities for the portion of the revenue that may be used flexibly. Consistent with implementation of this Plan's actions, Council would determine what types of incentives it would want to fund with the money dedicated to developer incentives (e.g., a tax abatement, SDC waiver, direct grants, land write-downs, etc.), funds for affordable housing, and any unrestricted funds.

If the City were to establish a CET on commercial and industrial development, there may be demand from other City priorities and programs for the unrestricted portion of the revenue, which would reduce the amount available for affordable housing. The City could consider dedicating CET to actions that are focused on reducing displacement that could also withstand the variability in CET revenue generation, such as emergency short-term rent vouchers.

As part of these conversations, the City should consider how it would administer the program, and what staffing and partnerships would be needed to implement the programs identified.

3. Seek Stakeholder Input

The City should seek input from local developers and business leaders regarding the potential impact of a CET on development activity and business recruitment. To ground these conversations, the City can evaluate recent development examples and calculate what the CET costs would have been. It may also be helpful to conduct additional outreach to affordable

housing providers to help the City understand how best to administer funding if a CET is adopted.

4. If Applicable, Carry Out Adoption Process

If the City chooses to adopt a CET, it must pass an ordinance or resolution that states the rate and base of the tax.³ Most communities also identify any further self-imposed restrictions on the use of funds as part of the adopting ordinance (e.g., establishing that the housing programs will support housing affordable up to a certain percentage of area median income, or specifying the allowed uses of unrestricted funds). If the ordinance passes, the City must then establish a process to distribute the funds.

³ ORS 320.192

Proclamation
Wilsonville Wildcats Week
February 23 – March 1, 2025

WHEREAS, Wilsonville residents honor the faculty and administration of Wilsonville High School for providing a well-rounded education that includes extra-curricular activities that aid in the development of life skills, and;

WHEREAS, The Wilsonville Wildcats Varsity Football team is representative of the High School's commitment to sportsmanship, excellence and personal development, and;

WHEREAS, The 2024 Wildcats ended the season with 6 straight wins to finish with an overall record of 11 wins and just 2 losses, and;

WHEREAS, Wilsonville's prolific offense was among the best in Oregon, averaging 429 yards and 40.3 points per game, and;

WHEREAS, the Wildcats outscored opponents 185-104, with wins over the #1, #2 and #4 ranked teams during their four-game playoff run, and;

WHEREAS, 21 Wildcat players earned all-league recognition, and 13 of those players earned all-State honors;

WHEREAS, The Wildcats boasted the Northwest Oregon Conference's Offensive Player of the Year (Mark Wiefert), Defensive Lineman of the Year (Emmitt Fee), and Assistant Coach of the Year (Ned Walls), as well as the Oregonian's 5A Coach of the Year (Adam Guenther);

WHEREAS, Wiefert, Oregon's 5A Player of the Year and Offensive Player of the Year, threw for 3,811 yards, threw 51 touchdown passes and ran for 12 touchdowns, and;

WHEREAS, Nick Crowley, his primary receiving target, caught 80 balls for 1,513 yards and 26 touchdowns to lead all wide receivers in the State of Oregon, and;

WHEREAS, Riddick Molatore paced the Wildcats defense in tackles (119) and sacks (8), finishing among the State's leaders in both categories, and;

WHEREAS, On Friday, November 29, 2024, the Wildcats dominated previously undefeated Mountain View High School, 56-35, in the OSAA 5A State Championship to become just the third team ever to win back-to-back 5A titles, and;

WHEREAS, The Wildcats displayed exemplary sportsmanship, and boasted a cumulative GPA of 3.24, with 22 players designated scholar-athletes, and;

WHEREAS, The team's success generated positive attention, excitement and community pride, while serving as an example and inspiration to the Wilsonville community.

NOW, THEREFORE, the Wilsonville City Council proclaims
February 23 – March 1, 2025, as: "WILSONVILLE WILDCATS WEEK"

The Wilsonville City Council commends the passion, resilience, and sportsmanship demonstrated by Wilsonville High School students, parents, and community members; and we congratulate the members of the 2024 Wildcats Varsity Football team for winning a State Championship.

IN WITNESS WHEREOF, We set our hands and cause the seal of the City of Wilsonville to be affixed this 20th day of February, 2025.

Mayor Shawn O'Neil

Council President Caroline Berry

Councilor Katie Dunwell

Councilor Adam Cunningham

Councilor Anne Shevlin

**AMENDMENT TO CITY OF WILSONVILLE
EMPLOYMENT AGREEMENT
CITY MANAGER**

This Amendment to the *Employment Agreement City Manager 2021-2024* (“Agreement”) is effective the 20th day of June 2025 (“Effective Date”), and is entered into by and between the **City of Wilsonville**, a municipal corporation of the State of Oregon (the “City”), and **Bryan Cosgrove** (“Employee”), both of whom understand and agree as follows:

WITNESSETH:

WHEREAS, the City desires to continue the employment of Bryan Cosgrove, City Manager of the City of Wilsonville, as provided by the Wilsonville City Charter and Section 2.105 of the Wilsonville Code; and

WHEREAS, Employee desires to continue his employment as City Manager of the City of Wilsonville, subject to the terms and conditions set forth below.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the parties agree as follows:

AMENDMENT

- 1. Employment Status and Contract Term:** City and employee agree to modify **Section 2** of the Agreement to extend the end of the agreement from June 19, 2025, to December 31, 2025.
- 2. Other terms of Agreement.** Except as modified herein and hereby, all other provisions of the Agreement effective as of June 20, 2024 shall remain in full force and effect.

CITY OF WILSONVILLE

EMPLOYEE

By: _____
Shawn O’Neil
As Its: Mayor

Bryan Cosgrove

APPROVED AS TO FORM:

Amanda Guile-Hinman, City Attorney

CITY COUNCIL ROLLING SCHEDULE
Board and Commission Meetings

February

2/24	Monday	6:30 pm	DRB-B	Council Chambers
2/26	Wednesday	6:30 pm	Library Board	Library

March

3/3	Monday	5:00 pm	Work Session & City Council	Council Chambers
3/6	Tuesday	3:00 pm	Diversity, Equity & Inclusion / Juneteenth Subcommittee	Council Chambers
3/10	Monday	6:30 pm	DRB-A	Council Chambers
3/12	Wednesday	6:00 pm	Planning Commission	Council Chambers
3/17	Monday	5:00 pm	Work Session & City Council	Council Chambers
3/19	Wednesday	1:00 pm	Tourism Promotion Committee	City Hall
3/19	Wednesday	5:00 pm	Arts, Culture, and Heritage Commission	Council Chambers
3/24	Monday	6:30 pm	DRB-B	Council Chambers
3/26	Wednesday	6:30 pm	Library Board	Library

Community Events:**February**

Black History Month

- 2/21 Tiny Art Show kits available (while supplies last), Ends 2/21/2025
 Healthy Bones and Balance, 8:30 am, Community Center
 Advanced Healthy Bones and Balance, 9:30 am, Community Center
 WIC Pop-Up Clinic, 10:00 am, Library
 Play Group, 10:30 am, Library
 Conversational Spanish Group, 10:30 am, Community Center
 Sit, Stand, and Be Fit, 11:00 am, Community Center
 Bridge Group Play, 11:30 am, Community Center
 Lunch at the Community Center, 12:00 pm, Community Center
 Mexican Train Dominoes, 1:00 pm, Community Center
 WIC Pop-Up Clinic, 1:00 pm, Library
 Black History Month Film: Ruby Bridges, 3:00 pm, Library
 Wilsonville Family Formal: Once Upon A Time, 7:00 pm, Community Center

All dates and times are tentative; check the City's online calendar for schedule changes at www.ci.wilsonville.or.us.

- 2/22 Africa – Rivers of Stories b Habiba Addo, 11:00 am, Library
 Sketchbook/Journal Workshop, 12:00 pm, Parks & Rec Admin Bldg.
 Social Aging Patterns & Improved Behavioral Health Lecture, 3:00 pm, Parks & Rec Admin Bldg.
- 2/23 Meditative Watercolor, 12:00 pm, Parks & Rec Admin Bldg.
- 2/24 Healthy Bones and Balance, 8:30 am, Community Center
 Advanced Healthy Bones and Balance, 9:30 am, Community Center
 Rent Well Lab, 10:00 am, Library
 Life 101 Lecture Series, 10:30 am, Community Center
 Sit, Stand, and Be Fit, 11:00 am, Community Center
 Lunch at the Community Center, 12:00 pm, Community Center
 Mexican Train Dominoes, 1:00 pm, Community Center
 Body Sculpt – Session I, 6:00 p.m., Community Center
- 2/25 Piecemakers Quilters, 9:00 am, Tauchman House
 Ukulele Jam, 9:30 am, Parks & Rec Admin. Bldg
 Intermediate English, 10:00 am, Library
 ODHS Drop-In Assistance, 10:00 am, Library
 Baby & Toddler Time, 10:30 am, Library
 Baby & Toddler Time, 11:15 am, Library
 Lunch at the Community Center, 12:00 pm, Community Center
 Partners Bridge, 12:30 pm, Community Center
 ODHS Drop-In Assistance, 1:00 pm, Library
 Virtual Reality Fitness, 1:00 pm, Community Center
 Beginning Tai Chi, 2:00 pm, Community Center
 Tai Chi Continuing, 3:00 pm, Community Center
 Barre Tone, 5:45 pm, Community Center
 DEI Speaker Series – Recognizing Black History Month, 6:00 pm, Library
 Soul Flow Yoga, 7:15 pm, Community Center
- 2/26 Healthy Bones and Balance – Session II, 8:30 am, Community Center
 Advanced Healthy Bones and Balance – Session II, 9:30 am, Community Center
 Digital Photography Club, 10:00 am, Community Center
 Family Storytime, 10:30 am, Community Center
 Sit, Stand and Be Fit, 11:00 am, Community Center
 Lunch at the Community Center, 12:00 pm, Community Center
 Pinochle/Cribbage, 1:00 pm, Community Center
 Teen Afterschool Drop-In Activities, 3:00 pm, Library
 Baking with Sam Sourdough Bread at Hon, 6:00 pm,
- 2/27 I-5 Connection Chorus Group, 10:00 pm, Community Center
 Improving Your Bridge, 10:00 am, Community Center
 Family Storytime, 10:00 am, Community
 Ladies Afternoon Out, 1:00 pm, Community Center

All dates and times are tentative; check the City's online calendar for schedule changes at www.ci.wilsonville.or.us.

- 2/27 Beginning Tai Chi, 2:00 pm, Community Center
 Tai Chi Continuing, 3:00 pm, Community Center
 Help Me Grow Playgroup, 5:30 pm, Library
- 2/28 Winter Reading Challenge, Ends 2/28/2025
 Healthy Bones and Balance, 8:30 am, Community Center
 Advanced Healthy Bones and Balance, 9:30 am, Community Center
 WIC Pop-Up Clinic, 10:00 am, Library
 Play Group, 10:30 am, Library
 Conversational Spanish Group, 10:30 am, Community Center
 Sit, Stand, and Be Fit, 11:00 am, Community Center
 Bridge Group Play, 11:30 am, Community Center
 Lunch at the Community Center, 12:00 pm, Community Center
 Mexican Train Dominoes, 1:00 pm, Community Center
 WIC Pop-Up Clinic, 1:00 pm, Library
 Senior to “Senior” Conversations, 1:00 pm, Community Center
 Creative Corner, 2:00 pm, Library



CITY COUNCIL AGENDA

February 03, 2025, at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

CALL TO ORDER

1. Roll Call
2. Pledge of Allegiance

A regular meeting of the Wilsonville City Council was held at the Wilsonville City Hall beginning at 7:30 p.m. on Monday, February 3, 2025. The Mayor called the meeting to order at 7:30 p.m., followed by the roll call and the Pledge of Allegiance.

PRESENT

Mayor O'Neil
 Council President Berry
 Councilor Dunwell
 Councilor Shevlin
 Councilor Cunningham

STAFF PRESENT

Amanda Guile-Hinman, City Attorney
 Bryan Cosgrove, City Manager
 Jeanna Troha, Assistant City Manager
 Kimberly Veliz, City Recorder
 Mark Ottenad, Public/Government Affairs Director
 Matt Lorenzen, Economic Development Manager
 Zach Weigel, City Engineer
 Zoe Mombert, Assistant to the City Manager

3. Motion to approve the following order of the agenda.

Motion: Moved to approve the agenda.

Motion made by Councilor Cunningham Seconded by Councilor Dunwell.

Voting Yea:

Mayor O'Neil, Council President Berry, Councilor Dunwell, Councilor Shevlin, Councilor Cunningham

Vote: Motion carried 5-0.

MAYOR'S BUSINESS

4. Wilsonville Wildcats Week Proclamation

The Mayor welcomed back the Wilsonville High School girls' soccer team to Council Chambers.

In November, the girls' soccer team became only the fifth team in Oregon history to win four straight soccer championships.

To celebrate their historic run of success the Mayor read a proclamation that declared February 3-9, 2025 "Wilsonville Wildcats Week," and detailed a few of the team's achievements.

The Mayor congratulated the players, coaches and managers on their accomplishments. Giving a special acknowledgement to the departing seniors, who would graduate with a perfect 16-0 record in playoff games and an overall record of 61 wins, 12 losses, and 2 ties.

The Mayor then passed out proclamations to the players and their coaching staff. This was followed by a team picture with City Councilors.

The players on the team included:

Scout Dennis	Kate Kleinke	Camryn Schaan	Shea Moomaw
Grace Leigh	Sophia Lopez	Audrey Buck	Lyla Johnson
Reese Holsey	Tegan Waters	Addie Arakelian	Peighton Olson
Taylor Smith	Brooklyn Bybee	Avery Underhill	Kaia Hix
Audrey Arndt	Avery Novitsky	Baylor Hughes	Maisy Scanlan
Kiah Fee	Justine Sheets		

Coaching staff for the team included:

Head Coach Alex Boehm

Assistant Coaches Andrea Hodge, Tammy Sue Bradley (JV1), Teagan McNamee (JV2) Andrea Hodge

Student Manager Gabby Barrett

5. Upcoming Meetings

The Mayor proceeded to outline the below past and upcoming meetings he had or would attend. A detailed report of the meetings has been included in the official record.

- Meeting with Mayor Tim Rosener of Sherwood
- League of Oregon Cities (LOC) "City Day at The Capitol"
- Meetings with Senator Aaron Woods and Representative Courtney
- Meeting with Sara Schmidt, Field Representative for the Office of U.S. Senator Jeff Merkley
- Meeting with Tualatin Mayor Frank Bubenik
- Meeting and/or communications with numerous residents

- Meeting with Clackamas County Sherriff Brandenburg and Undersheriff Jesse Ashby
- Meeting with Clackamas County Commissioner Paul Savas
- Planning Advisory Committee (PAC) for the Oregon Department of Aviation’s Aurora State Airport Master Plan
- Clackamas County Coordinating Committee meeting

In closing, the Mayor noted the next city council meeting was schedule on Thursday, February 20, 2025. This was due to the observance of Presidents Day on Monday, February 17, 2025.

COMMUNICATIONS

There was none.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

This is an opportunity for visitors to address the City Council on any matter concerning City’s Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

The following individuals provided public comment:

- | | | | |
|------------------|--------------|-------------------|---------------|
| Stephen Hunter | Frank Garcia | Paul Fruin | Tim Knapp |
| Kyle Bunch | Doris Wehler | Roger Fontes | Kristin Roche |
| Elizabeth Peters | Dwight Sims | Kenneth Christman | Kristi Corno |
| Bill Bagnall | Mary Rooney | Brad Williams | |

The Mayor, addressed community concerns about recent national rhetoric regarding immigration and Immigration and Customs Enforcement (ICE) activities. The Mayor stated the City valued inclusivity and respect, ensuring safety for all, regardless of background. Since May 2017, Resolution No. 2626, passed unanimously by the City Council, underscored the City’s commitment to support all residents. This resolution, along with the Diversity, Equity and Inclusion (DEI) Committee, helped create a welcoming environment. The Mayor encouraged everyone to review Resolution No. 2626 which was on the City’s website. As a lawyer, the Mayor affirmed the legal rights of non-citizens and provided resources to the City Recorder which would be available upon request. Resolution No. 2626 and the resources referred to by the Mayor were added to the City Council packet.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

6. Council President Berry

The Council President appreciated the turnout of community members at the meeting and was proud to celebrate the Wilsonville High School Girls Soccer Team.

Council President Berry provided a detailed report on the following items:

- Housing Our Future Taskforce meeting on January 28, 2025
- Tourism Promotion Committee (TPC) meeting on January 29, 2025
 - Shared a blessing for Rhojit Sharman, a former TPC member who passed away.
- Valentines Day on February 14, 2025
- Wilsonville Family Formal on February 21, 2025
- Wilsonville High School play “Radium Girls” in February 27 – 28 and March 6 – 8, 2025

7. Councilor Dunwell

The Councilor recognized the divided nature of the country but expressed hope due to respectful exchanges of diverse perspectives among community members. Councilor Dunwell acknowledged the challenges influenced by national events and local decisions, noting that Wilsonville residents were actively listening to each other. Committed to considering all viewpoints, Councilor Dunwell emphasized fostering engagement from both business leaders and community members and thanked all for their contributions.

Councilor Dunwell then provided a detailed report on the following meetings and events:

- Willamette Intake Facilities (WIF) meeting on January 27, 2025
- Willamette Falls and Landings Heritage Area Coalition (WFLHAC) on January 27, 2025
- Housing Our Future Taskforce meeting on January 28, 2025
- Housing Our Future Work Session presentation on February 20, 2025

8. Councilor Cunningham

Councilor Cunningham provided comments on the following items:

- Housing Our Future Taskforce meeting on January 28, 2025
- Climate-Friendly and Equitable Communities (CFEC)

The Councilor highlighted the citizen input segment of the meeting, where fifteen speakers discussed various concerns. He recognized the importance of personal vehicle use while acknowledging the challenges of unfunded state regulations. The Councilor encouraged community questions and feedback, promising to respond to emails. He noted that state laws often influence decisions, and non-compliance could lead to expensive legal issues. In closing, Councilor Cunningham appreciated the community's passion and offered to clarify decision-making processes.

9. Councilor Shevlin

The Councilor appreciated comments from community members and encouraged continued participation.

Councilor Shevlin provided a detailed report on the following items:

- League of Oregon Cities Elected Officials training on February 5, 2025

- Clackamas County Coordinating Committee meeting on February 6, 2025
- Aurora Airport Master Plan Planning Advisory Committee meeting on February 11, 2025
- City Tour guided by Chris Neamtzu, Community Development Director on February 12, 2025
- One-on-one meeting with State Representative Courtney Neron on February 16, 2025
- Black History Month events sponsored by the Diversity, Equity and Inclusion (DEI) Committee:
 - Oregon Black Pioneers Exhibit at the Library in February 2025
 - Ruby Bridge Movie Screening on February 21, 2025
 - DEI Speaker Series on February 25, 2025

Councilor Shevlin submitted a written report on the February DEI events which have been added to the record.

CONSENT AGENDA

The City Attorney read the titles of the Consent Agenda into the record.

10. Resolution No. 3175

A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Professional Services Agreement With Brown And Caldwell To Provide Engineering Consulting Services For The Wastewater Treatment Plant Backup Ultraviolet System Replacement Project (Capital Improvement Project #2109).

11. Resolution No. 3182

A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Contract Amendment With Flow Line Construction, LLC. To Amend The Construction Contract For The Park At Merryfield And Boones Ferry Park Trails Project.

12. Minutes of the January 23, 2025 City Council Meeting.

Motion: Moved to approve the Consent Agenda.

Motion made by Councilor Berry Seconded by Councilor Shevlin.

Voting Yea:

Mayor O'Neil, Council President Berry, Councilor Dunwell, Councilor Shevlin, Councilor Cunningham

Vote: Motion carried 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

There was none.

CITY MANAGER’S BUSINESS

The City Manager extended Valentine's Day wishes to the Council and announced that both Oregon and the Library would celebrate their birthdays on February 14, 2025.

LEGAL BUSINESS

It was announced that the City Attorney had testified to the Legislature on House Bill (HB) 3013, which pertained to land use approvals.

ADJOURN

The Mayor adjourned the meeting at 9:03 p.m.

Respectfully submitted,

Kimberly Veliz, City Recorder

ATTEST:

Shawn O’Neil, Mayor



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: February 20, 2025		Subject: Resolution No. 3187 Supplemental Budget Adjustment	
		Staff Member: Katherine Smith, Assistant Finance Director	
		Department: Finance	
Action Required		Advisory Board/Commission Recommendation	
<input checked="" type="checkbox"/> Motion <input checked="" type="checkbox"/> Public Hearing Date: February 20, 2025 <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: N/A	
Staff Recommendation: Staff recommends Council adopt Resolution No. 3187.			
Recommended Language for Motion: I move to adopt Resolution No. 3187.			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input type="checkbox"/> Adopted Master Plan(s):	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

A supplemental budget resolution for the fiscal year 2024-2025 budget year.

EXECUTIVE SUMMARY:

Oregon's Local Budget Law allows the Council to amend the adopted budget for an occurrence or condition that was not known at the time the budget was adopted. A special hearing must be held to discuss and adopt the supplemental budget. The governing body holds a public hearing although the budget committee is not required to be involved. Public notice of the hearing must be published 5 to 30 days before the hearing. The governing body enacts a resolution to adopt the supplemental budget after the hearing.

This supplemental budget includes anticipated changes to legal appropriations of \$965,775. This includes:

#	Fund	CIP#	Description	Detail	Request
1	Road Operating	n/a	Program Supplies - Infrastructure	Sign toppers	\$ 9,000
2	Road Operating	n/a	Charbonneau Annual Dead Wooding	Unanticipated additional cost	\$ 20,000
3	Road Operating	n/a	Charbonneau Sidewalk Repairs	Roll over of budget authority from prior fiscal year	\$ 50,000
4	Road Operating	n/a	Annual Traffic Signal Maintenance	Unanticipated additional cost	\$ 40,000
5	Sewer Operating	n/a	Pretreatment contractor needed due to internal position vacancy	Additional cost for contracted Pretreatment	\$ 20,000
6	CIP - Water	1127	Oversight of ongoing Willamette Water Supply Program (WWSP)	Costs are reimbursable to the City from WWSP	\$ 316,650
7	CIP - Water	1139	5th St/ Kinsman - Water Line	Roll over of budget authority from prior fiscal year to complete project	\$ 6,521
8	CIP - Sewer	2099	5th St / Kinsman - Sewer Trunk	Roll over of budget authority from prior fiscal year to complete project	\$ 8,073
9	CIP - Sewer	2110	Public Works Standards Update	Unanticipated additional staff time	\$ 8,251
10	CIP - Road	3000	Basalt Creek Planning	Unanticipated additional staff time	\$ 80,000
11	CIP - Road	3001	Frog Pond / Advance Road Master Planning	Unanticipated additional staff time	\$ 34,000
12	CIP - Road	4196	5th Street / Kinsman Road Extension	Roll over of budget authority from prior fiscal year to complete project	\$ 95,000
13	CIP - Stormwater	7110	Public Works Standards Update	Unanticipated additional staff time	\$ 15,000
14	CIP - Facilities	8161	Community Center Siding Repair	Replacement, not repair, now needed	\$ 210,100
15	CIP - Parks	9171	Boones Ferry Park Master Plan Implementation	Unanticipated additional cost	\$ 53,180
					<u>\$ 965,775</u>

EXPECTED RESULTS:

The supplemental budget adjustment adopted by the Council at a regularly scheduled meeting.

TIMELINE:

As required by Local Budget Law, a notice for the public hearing has been published in the Wilsonville Spokesman on February 13, 2025. The adoption of the Supplemental Budget Adjustment is required prior to the end of the fiscal year, June 30, 2025.

CURRENT YEAR BUDGET IMPACTS:

See details outlined in Exhibit A.

COMMUNITY INVOLVEMENT PROCESS:

The public hearing will be held on February 20, 2025, as a part of the adoption process.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

The amended budget provides for the delivery of services and construction of capital projects throughout the community.

ALTERNATIVES:

Not approving the attached supplemental budget could result in overspending current budget appropriations. The City is required to disclose all excess expenditures over appropriations in the Annual Comprehensive Financial Report (ACFR).

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Resolution No. 3187
 - A. Exhibit A - Need, Purpose and Amount: Detail by Fund & Category

RESOLUTION NO. 3187

A RESOLUTION OF THE CITY OF WILSONVILLE AUTHORIZING A SUPPLEMENTAL BUDGET ADJUSTMENT FOR FISCAL YEAR 2024-25.

WHEREAS, the City adopted a budget and appropriated funds for fiscal year 2024-25 by Resolution No. 3187; and

WHEREAS, certain expenditures are expected to exceed the original adopted budget in some of the City's funds and budgetary transfers are necessary within these funds to provide adequate appropriation levels to expend the unforeseen costs; and

WHEREAS, ORS 294.463 provides that a city may adjust appropriations within appropriation categories provided the enabling resolution states the need for the adjustment, purpose of the expenditure and corresponding amount of appropriation; and,

WHEREAS, all transfers from contingencies within the fiscal year to date that exceed fifteen percent (15%) of the fund's total appropriations are included in the supplemental budget adjustment request; and,

WHEREAS, all expenditure transfers within the fiscal year to date in aggregate exceed ten percent (10%) of the fund's total expenditures are included in the supplemental budget adjustment request; and,

WHEREAS, consistent with local budget law and based upon the foregoing, the staff report in this matter and public hearing input, the public interest is served in the proposed supplemental budget adjustment,

WHEREAS, to facilitate clarification of the adjustments in this resolution, Attachment A to this resolution provides a summary by fund of the appropriation categories affected by the proposed transfer of budget appropriation and the purpose of the expenditure.

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

The City amends and adjusts the estimated revenues and appropriations within the funds and categories delineated and set forth in Attachment A, attached hereto and incorporated by reference herein as if fully set forth.

This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 20th day of February, 2025, and filed with the Wilsonville City Recorder this date.

Shawn O'Neil, Mayor

ATTEST:

Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor O'Neil

Council President Berry

Councilor Dunwell

Councilor Shevlin

Councilor Cunningham

EXHIBIT:

A. Need, Purpose and Amount: Detail by Fund & Category

ATTACHMENT A
NEED, PURPOSE AND AMOUNT: DETAIL BY FUND & CATEGORY

	Current Appropriations	Change in Appropriations	Amended Appropriations
110-General Fund			
Resources			
Taxes	\$ 16,395,000	\$ -	\$ 16,395,000
Licenses and permits	176,700	-	176,700
Intergovernmental	3,299,090	-	3,299,090
Charges for services	439,822	-	439,822
Other Revenues	204,070	-	204,070
Fines and forfeitures	190,000	-	190,000
Investment Revenue	620,000	-	620,000
Proceeds of interfund loan	1,015,100	-	1,015,100
Transfers in	5,061,035	7,144	5,068,179
Fund balances - beginning	18,958,248	-	18,958,248
Total Resources	\$ 46,359,065	\$ 7,144	\$ 46,366,209
Requirements			
Administration	\$ 2,564,212	\$ -	\$ 2,564,212
Finance	2,134,078	-	2,134,078
Information Technology/GIS	1,839,162	-	1,839,162
Legal	843,350	-	843,350
Human Resources and Risk Management	1,228,920	-	1,228,920
Public Works Administration	1,117,514	-	1,117,514
Facilities	2,254,335	-	2,254,335
Parks Maintenance	2,915,379	-	2,915,379
Parks & Recreation	2,313,429	-	2,313,429
Library	2,823,416	-	2,823,416
Law/Code Enforcement	6,914,522	-	6,914,522
Municipal Court	232,980	-	232,980
Debt Service	-	-	-
Transfers to Other Funds	12,043,193	363,577	12,406,770
Contingency	3,108,875	(356,433)	2,752,442
<i>Unappropriated</i>	4,025,700	-	4,025,700
Total Requirements	\$ 46,359,065	\$ 7,144	\$ 46,366,209
Resource increases are due to overhead from capital improvement project (CIP) changes. Requirement increases are to fund various CIP projects.			

231-Community Development Fund						
Resources						
Licenses and permits	\$	668,567	\$	-	\$	668,567
Intergovernmental		265,000		-		265,000
Charges for services		443,006		-		443,006
Investment Revenue		70,000		-		70,000
Transfers in		3,805,649		243,251		4,048,900
Fund balances - beginning		1,790,716		-		1,790,716
Total Resources	\$	7,042,938	\$	243,251	\$	7,286,189
Requirements						
C.D. Administration	\$	717,944	\$	-	\$	717,944
Engineering		2,631,206		-		2,631,206
Planning		1,382,100		-		1,382,100
Transfers to Other Funds		860,186		-		860,186
Contingency		505,202		243,251		748,453
<i>Unappropriated</i>		946,300		-		946,300
Total Requirements	\$	7,042,938	\$	243,251	\$	7,286,189
Resource increases are due to overhead from capital improvement project (CIP) changes.						
240-Road Operating Fund						
Requirements						
Road Operations	\$	1,574,182	\$	119,000	\$	1,693,182
Debt Service		360,000		-		360,000
Transfers to Other Funds		2,828,693		-		2,828,693
Contingency		166,843		(119,000)		47,843
<i>Unappropriated</i>		246,500		-		246,500
Total Requirements	\$	5,176,218	\$	-	\$	5,176,218
Requirement increase for Infrastructure Maintenance, Charbonneau Annual Dead Wooding, Charbonneau Sidewalk Repairs, and Annual Traffic Signal Maintenance.						
520-Sewer Operating Fund						
Requirements						
Wastewater Collections	\$	1,291,082	\$	20,000	\$	1,311,082
Wastewater Treatment Plant		3,640,000		-		3,640,000
Debt Service		2,880,000		-		2,880,000
Transfers to Other Funds		4,008,281		8,251		4,016,532
Contingency		7,081,796		(28,251)		7,053,545
<i>Unappropriated</i>		940,200		-		940,200
Total Requirements	\$	19,841,359	\$	-	\$	19,841,359
Requirement increase for Pretreatment Consultant, and to fund capital improvement project (CIP) changes.						

570-Stormwater Fund						
Requirements						
Stormwater Maintenance	\$	1,340,372	\$	-	\$	1,340,372
Debt Service		842,000		-		842,000
Transfers to Other Funds		2,630,119		15,000		2,645,119
Contingency		4,794,952		(15,000)		4,779,952
<i>Unappropriated</i>		262,500		-		262,500
Total Requirements	\$	<u>9,869,943</u>	\$	<u>-</u>	\$	<u>9,869,943</u>
Requirement increase to fund capital improvement project (CIP) changes.						
515-Water Capital Projects Fund						
Resources						
Intergovernmental	\$	2,771,246	\$	316,650	\$	3,087,896
Investment Revenue		24,000		-		24,000
Lease Revenue		173,577		-		173,577
Transfers in		19,213,296		6,521		19,219,817
Fund balances - beginning		464,946		-		464,946
Total Resources	\$	<u>22,647,065</u>	\$	<u>323,171</u>	\$	<u>22,970,236</u>
Requirements						
Capital Projects	\$	20,909,764	\$	196,300	\$	21,106,064
Transfers to Other Funds		977,022		126,871		1,103,893
Contingency		760,279		-		760,279
Total Requirements	\$	<u>22,647,065</u>	\$	<u>323,171</u>	\$	<u>22,970,236</u>
Requirement increases for Oversight of Ongoing Willamette Water Supply Program (WWSP) - CIP 1127, of which is fully reimbursable, and 5th Street / Kinsman Water Line - CIP 1139, recognizing the roll over of budget authority from the prior fiscal year.						
525-Sewer Capital Projects Fund						
Resources						
Investment Revenue	\$	4,500	\$	-	\$	4,500
Transfers in		6,348,450		16,324		6,364,774
Fund balances - beginning		75,821		-		75,821
Total Resources	\$	<u>6,428,771</u>	\$	<u>16,324</u>	\$	<u>6,445,095</u>
Requirements						
Capital Projects	\$	5,847,101	\$	7,800	\$	5,854,901
Transfers to Other Funds		282,659		8,524		291,183
Contingency		299,011		-		299,011
Total Requirements	\$	<u>6,428,771</u>	\$	<u>16,324</u>	\$	<u>6,445,095</u>
Requirement increases for 5th Street / Kinsman Sewer Line - CIP 2099, recognizing the roll over of budget authority from the prior fiscal year, and Public Works Standards Update - CIP 2110, funded through Sewer SDC Funds.						

345-Road Capital Projects Fund						
Resources						
Intergovernmental	\$	430,000	\$	-	\$	430,000
Investment Revenue		35,500		-		35,500
Transfers in		29,175,808		114,000		29,289,808
Fund balances - beginning		2,597,102		95,000		2,692,102
Total Resources	\$	<u>32,238,410</u>	\$	<u>209,000</u>	\$	<u>32,447,410</u>
Requirements						
Capital Projects	\$	31,106,008	\$	109,000	\$	31,215,008
Transfers to Other Funds		1,122,065		100,000		1,222,065
Contingency		10,337		-		10,337
Total Requirements	\$	<u>32,238,410</u>	\$	<u>209,000</u>	\$	<u>32,447,410</u>
Requirement increases for 5th Street / Kinsman Road Extension - CIP 4196, recognizing the roll over of budget authority from the prior fiscal year, and Basalt Creek Planning - CIP 3000 and Frog Pond / Advance Road Master Planning - CIP 3001, funded through the General Fund.						
575-Stormwater Capital Projects Fund						
Resources						
Investment Revenue	\$	3,500	\$	-	\$	3,500
Transfers in		2,915,023		15,000		2,930,023
Fund balances - beginning		157,184		-		157,184
Total Resources	\$	<u>3,075,707</u>	\$	<u>15,000</u>	\$	<u>3,090,707</u>
Requirements						
Capital Projects	\$	2,526,993	\$	-	\$	2,526,993
Transfers to Other Funds		284,620		15,000		299,620
Contingency		264,094		-		264,094
Total Requirements	\$	<u>3,075,707</u>	\$	<u>15,000</u>	\$	<u>3,090,707</u>
Requirement increase for Public Works Standards Update - CIP 7110, funded through the Stormwater Operating Fund.						
335-Facilities Capital Projects Fund						
Resources						
Intergovernmental	\$	-	\$	-	\$	-
Investment Revenue	\$	120,500	\$	-	\$	120,500
Transfers in		9,408,671		210,000		9,618,671
Fund balances - beginning		281,499		-		281,499
Total Resources	\$	<u>9,810,670</u>	\$	<u>210,000</u>	\$	<u>10,020,670</u>
Requirements						
Capital Projects	\$	9,222,196	\$	210,000	\$	9,432,196
Transfers to Other Funds		150,985		-		150,985
Contingency		437,489		-		437,489
Total Requirements	\$	<u>9,810,670</u>	\$	<u>210,000</u>	\$	<u>10,020,670</u>
Requirement increase for Community Center Siding Repair - CIP 8161, funded through the General Fund.						

395-Parks Capital Projects Fund						
Resources						
Licenses and permits	\$	5,000	\$	-	\$	5,000
Investment Revenue		10,000		-		10,000
Intergovernmental		1,100,000		-		1,100,000
Transfers in		7,886,921		53,180		7,940,101
Fund balances - beginning		62,750		-		62,750
Total Resources	\$	9,064,671	\$	53,180	\$	9,117,851
Requirements						
Capital Projects	\$	8,227,218	\$	53,180	\$	8,280,398
Transfers to Other Funds		173,833		-		173,833
Contingency		663,620		-		663,620
Total Requirements	\$	9,064,671	\$	53,180	\$	9,117,851
Requirement increase for Boones Ferry Park Master Plan Implementation - CIP 9171, funded through the General Fund, and Parks SDC Fund.						
516-Water Development Charges Fund						
Requirements						
Materials & Services	\$	24,280	\$	-	\$	24,280
Debt Service		457,000		-		457,000
Transfers to Other Funds		9,255,582		6,521		9,262,103
Contingency		27,570		(6,521)		21,049
Total Requirements	\$	9,764,432	\$	-	\$	9,764,432
Requirement increase to fund capital improvement project (CIP) changes.						
526-Sewer Development Charges Fund						
Requirements						
Materials & Services	\$	20,640	\$	-	\$	20,640
Transfers to Other Funds		1,909,921		8,073		1,917,994
Contingency		22,678		(8,073)		14,605
Total Requirements	\$	1,953,239	\$	-	\$	1,953,239
Requirement increase to fund capital improvement project (CIP) changes.						
396-Parks Development Charges Fund						
Requirements						
Materials & Services	\$	15,810	\$	-	\$	15,810
Transfers to Other Funds		1,334,844		13,603		1,348,447
Contingency		1,973,439		(13,603)		1,959,836
Total Requirements	\$	3,324,093	\$	-	\$	3,324,093
Requirement increase to fund capital improvement project (CIP) changes.						

From The Director's Office

Greetings,

Over the holiday, I was able to tour numerous construction sites with Building Inspector Mike Ditty, who provided an inside the lines look at numerous elements of three industrial projects, and one mixed-use residential project. During the tour, one thing was clear, Wilsonville is providing construction jobs for hundreds of people throughout the community bringing millions of dollars in new investment into our city.

The first site was Delta Logistics along Day Road. An expansion to an existing trucking facility is underway, with large 18' tall retaining walls being installed along the east property line, anchored by long horizontal soil nails for retention. The site contains difficult ground conditions with considerable basalt rock formations very near the surface, making utility installation particularly difficult and slow. On-site they are crushing the native rock, which is being used for the building pad and sub-grade for the parking lot. Priority Construction are the prime contractors on this project and Built Environment NW is handling the building construction.



On-site with Mike



Delta Logistics site

From The Director's Office (continued)

The next site that we visited was Precision Countertops in Coffee Creek, where a pre-fabricated steel structure is being installed by highly specialized erectors, who take the prefabbed beams, crane them into place and secure them with bolts. To see the delicate balance of massive I-beams being placed in exact locations was truly impressive. PHI Construction are leading this work.



Precision Countertops site

Next, we visited the Citycounty Insurance Services (CIS) office building on Wilsonville Road, which is being constructed by Bremik. This 15,744 SF one-story office includes tilt-up concrete wall panels, which is somewhat unusual for a single-story office building. The rooflines are complex, which may be why this construction method was chosen over stick built.



CIS office building site

Lastly, we visited Vuela at SMART Central which is being constructed by Pacific Cap. The Vuela is a podium building which is separated into a lower portion and an upper portion. The lower portion of the building is one-story and made of concrete and steel. The upper portion of the building, which is four-stories, will be made of wood-frame construction. The site was very active with contractors installing radon vapor barriers with structural rebar and completing the fire rated walls and structural supports that the upper floors will be built upon.

Overall, the field trip was informative and confirmed that Wilsonville is a great place to live, work, play and build!!

Respectfully submitted,

Chris Neamtzu, AICP

Community Development Director



Vuela site

Building Division

Special Inspections

Chapter 17 of the Oregon Structural Specialty Code requires the appointment of special inspectors for specific types of construction projects. These special inspectors are independent professionals who are qualified and certified to perform inspections and provide reports on construction projects.

The purpose of having special inspectors is to ensure that construction work complies with the code requirements and the approved plans and specifications. Special inspectors are required to be present at critical stages of construction and to perform inspections and tests to ensure that the work is performed correctly and safely. Some of the types of construction projects that require special inspectors include high-rise buildings, complex structural systems, seismic resistance systems, and specialized materials and components. Special inspectors may also be required for special inspections such as welding, fireproofing, and spray-applied insulation.

To become a special inspector in Oregon, individuals must be certified by a recognized certification agency. The certification agency must be approved by the Building Codes Division of the Oregon Department of Consumer and Business Services. The certification process typically involves passing an examination and meeting certain education and experience requirements. Once certified, special inspectors must be registered with the Building Codes Division and must maintain their certification and registration through ongoing training and education. Special inspectors are also required to carry professional liability insurance and must follow strict ethical guidelines.

The duties of special inspectors include conducting inspections and tests, preparing reports, and issuing certificates of compliance. Special inspectors must also communicate any noncompliance issues to the contractor, engineer, architect, and building official.

Special inspectors play a critical role in ensuring that construction projects comply with the code requirements and are safe for occupants. The certification and registration process for special inspectors in Oregon helps to ensure that only qualified professionals perform this important work.



Economic Development Division

Wilsonville Industrial Land Readiness

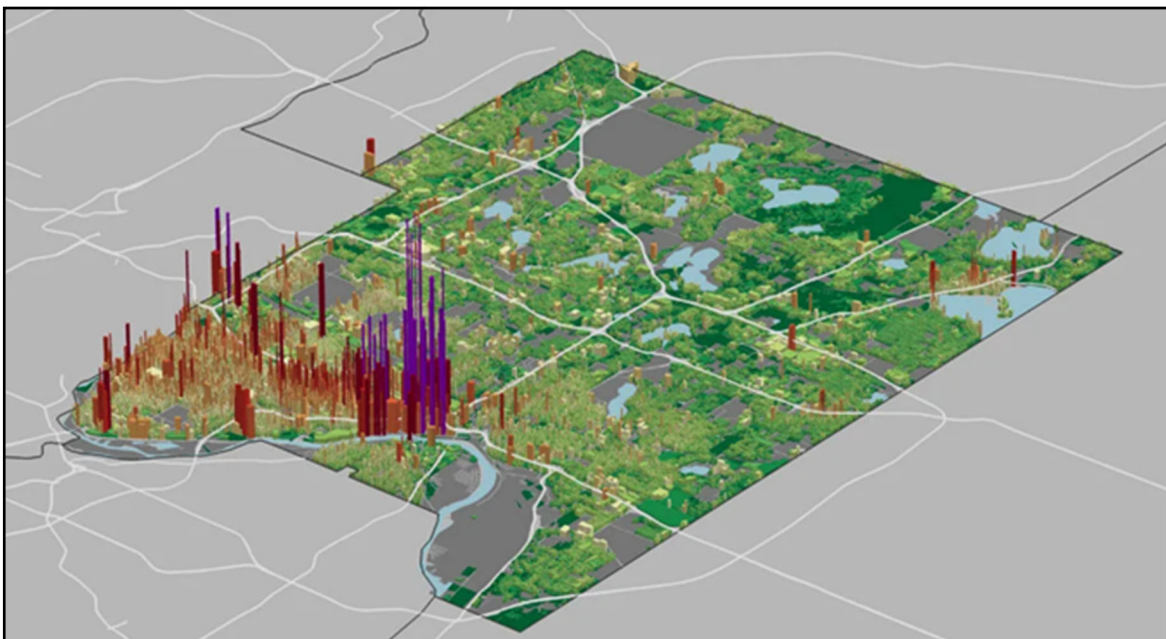
The WILR (Wilsonville Industrial Land Readiness) project gets a mention in this month's report for two reasons:

1. WILR is proceeding as expected and providing staff with the insights and documentation needed to inform the establishment of industrial zoning in the Basalt Creek planning area. The project is now in Phase II, which takes a broader look at industrial and commercial lands citywide. The reports, analysis, and deliverables associated with WILR will be presented to Council during future work sessions in order to inform policy decisions later in the year.
2. Some of the challenges present in Basalt Creek are unique to the area, other challenges are not unique and are common challenges all Oregon cities face as they prepare and promote industrial land for development. Both sets of challenges can be solved with better support, and most importantly, FUNDING, from the State of Oregon.

The Legislature is now in session and staff is supporting several bills that, if passed, will create programming and funding to support industrial land readiness and development, statewide. Staff will provide testimony and data to support these bills as they work through committees and eventually to the House and Senate.

Economic Development and Fiscal Health

The fiscal health of Wilsonville is inextricably linked to the intelligent use of the City's greatest tax revenue generator: land. As the WILR project progresses and the new City Council sets policy citywide during their terms, it will be important to understand how our current development pattern is serving the City from a revenue generation standpoint, as well as how alternative development patterns and policies could improve or diminish the City's fiscal health into the future. To this end, staff began conversations with a vendor called Urban3, who specializes in this type of analysis. They can create a visual model like the example shown below, which demonstrates the fiscal efficiency of the various properties and areas of the city. They can also run separate analyses that account for hypothetical changes to policies and the types of development such policies induce. These insights can be very informative within the context of land-use planning and capital improvement prioritization. Indeed, economic development is predicated upon smart policies and strategic public investments. More to come on this topic.



Economic Development Division

Child Care

As Council directed at the end of 2024, Staff worked with a vendor called Upwards (at no cost), to apply for Clackamas County Community Development Block Grant (CDBG) funds, to support child care providers in Wilsonville—especially in-home providers—to increase capacity and financial viability for their businesses. Funding award decisions will take place in the early spring, with funding disbursed closer to fall 2025. We are in a “wait and see” mode right now until we hear about the fate of our application.

In the meantime, staff has spoken with leadership at DELC (Department of Early Learning and Care) as well as Representative Courtney Neron (a champion for child care) about convening a meeting of our local Child Care Provider Consortium to meet with DELC, Representative Neron, and potentially others, to discuss “on the ground” challenges our providers are experiencing, and to hear from these state leaders about the legislative agenda and any forthcoming regulations and/or programming.

Boones Ferry Messenger Collaboration

Starting in the March edition (in draft form now), the Economic Development Division will begin a recurring “column” in the Boones Ferry Messenger. The purpose of the column will be to provide the community with information about various aspects of the City’s economy, including major employers, new development projects, vacant or other properties that are frequently the subject of public curiosity (e.g. the former Albertson’s/Haggen, and others). The column will also seek to provide information and resources to “would-be” entrepreneurs in the community who may have the ideas and ambition to start a great business.

Staff already has a Local Business Newsletter going to Wilsonville business license holders, as well as a Development Update newsletter that is sent to real estate professionals in the Pacific Northwest. This third publication channel will be focused on resident interests and will round out our outbound communications efforts.

Meetings and Miscellanea

The new year is a good opportunity to touch base with partners and discuss common goals and areas for collaboration and partnership. Staff had numerous meetings this month. Relationships are the foundation for the long game of economic development.

- Wilsonville Area Chamber of Commerce
- Developer/Investor with interest in vacant movie theater property (CONFIDENTIAL)
- Developer with interest in a project in Coffee Creek (CONFIDENTIAL)
- Urban3 (vendor)
- Wilsonville resident/former Port of Portland economic development leader
- Wilsonville resident/business owner
- Westside Economic Alliance

Engineering Division, Capital Projects

2024 Street Maintenance (4014/4118/4725)

Nearing it's completion, the 2024 Street Maintenance Project rehabilitated three sections of roadway, Bailey Street east of Boones Ferry Road, Boones Ferry Road between Wilsonville Road and Bailey Street, and Boberg Road between Boeckman Road and Barber Street. Contained within these streets, 15 pedestrian ramps and 10 pedestrian signal push buttons have been upgraded to meet current accessibility standards.

Other than common punchlist items, the only main item that remains is the wiring of the pedestrian signal poles at the mid-block crossing between Killer Burger and Sonic and the Fred Meyer entrance.

The City expects that this project will be completed in February 2025.

FY25-28 Street Maintenance (4014)

On December 2, 2024, City Council approved signing a contract with Century West Engineering for the design of road rehabilitations in Fiscal Years 2026-28. Meanwhile, staff is working concurrently to complete necessary crack sealing and slurry sealing in Fiscal Years 2025-28.

In Spring 2025, the Villebois neighborhood will receive crack sealing where needed and these same areas will receive slurry sealing summer of 2025. This inexpensive method will delay the need for more costly measures to the roadway, further extending the funds ability to manage the entire road network.

Boeckman Creek Flow Mitigation (7068)

This project will look at storm water flows coming off the Siemens site towards Boeckman Creek. Historically, these flows were directed towards the Coffee Creek wetlands, but with development of the Siemens site, flows were altered to head towards Boeckman Creek in the 1980s. These flows are needed to return to their natural waterways with the installation of the new Boeckman bridge. 30% design drawings have been delivered, reviewed and returned for revisions. Council approved property acquisitions needed for the project. Meetings with property Owners continue to explain the project.

Boeckman Creek Interceptor (2107)

This project will upsize the existing Boeckman Creek Interceptor sewer collection pipeline in order to support the development of the Frog Pond area. A regional trail will be installed as a part of the maintenance path from Boeckman Road to Memorial Park. Field investigations of the original area are finished, however, it was determined additional field investigations are needed to complete the routing study. CIP 7054, Gesellschaft Water Well Channel Restoration, will also be brought into this project to minimize City design and construction costs. Investigative work on the west side of the Wilsonville Bridge at Boeckman Creek is completed. Preliminary design iterations are complete, and several workable solutions have been identified to meet all project needs. A public open house was held on September 11, 2024 to seek input on the design to refine the layout. Results of the feedback were generally positive. Geotechnical drilling and other field investigations are schedule for January 20, 2025.



Rendering of the trail and sanitary sewer maintenance path

Engineering Division, Capital Projects

Brown Road Improvements Project (1148)

The Brown Road Improvement Project provides upgrades that bring Brown Road in closer alignment with current City standards for urban roads. The section of roadway to be upgraded extends from Wilsonville Road to Evergreen Drive. Anticipated upgrades improve connectivity by adding bike lanes, sidewalks, and provide better and safer access to adjacent neighborhoods. Surveying, geotechnical explorations, transportation studies, and a tree inventory are currently in progress at the project site. The team is gathering input from the community and evaluating alternatives for typical road sections. An alternatives analysis is being produced and expected to be delivered to the City in early 2025. A second Community Open House is planned for early February 2025 to evaluate preliminary designs and concepts with the community and any other interested partners. The City anticipates construction will begin in Spring of 2026 and will be completed by the end of 2026.

Boeckman Road Corridor Project (4212/4206/4205/2102/7065)

This project involves the design and construction of the Boeckman Dip Bridge, Boeckman Road Improvements (Canyon Creek Road – Stafford Road), Canyon Creek Traffic Signal, and Boeckman Road Sanitary Sewer projects. The Tapani-Sundt Joint Venture is now complete with design. Property acquisitions are advancing, and very nearly complete. This project has been divided into several guaranteed maximum price (GMP) packages.

GMP 1: Temporary Traffic Signal at Stafford Road and 65th Avenue

Complete!

GMP 2: Meridian Creek Culverts, House Demo

Complete!

GMP 3: Bridge, Roundabout, and Road Widening

- Sewer installation is complete, marking another major milestone for this project.
- Base paving and curbs east of the bridge is complete. Sidewalks are currently being installed and are nearly complete.
- Joint utility Trench - This work includes installing conduits underground to move overhead lines underground.
 - ◇ East of the bridge – Most wires have been installed underground. The overhead wires will be removed when the bridge section is complete.
 - ◇ West of the bridge – Utility companies have started moving wires underground. The overhead wires will be removed when the bridge section is complete.
 - ◇ Under the bridge – Conduits are currently being installed under the bridge.
- Work in the roundabout (pictured) at Canyon Creek and Boeckman has started, the first phase of five is completed. Traffic is expected to shift as work progresses.



Engineering Division, Capital Projects

Boeckman Road Corridor Project (con't)

- Trail construction from Boeckman under the bridge is nearly complete.
- Bridge Construction
 - ◊ The bridge deck has been poured (pictured).
- Final asphalt surface and striping to be completed summer 2025.



The entire project is expected to be complete in Fall 2025.

Charbonneau Lift Station (2106)

This project involves replacing the Charbonneau wastewater lift station and force main to the I-5 bridge. A construction contract with Tapani, Inc. was awarded by City Council in January 2023, with construction anticipated for completion in February 2025.

Completed Major Elements: Sanitary Sewer Force main, submersible pumps.

The project is 95% complete, with final testing/commissioning/troubleshooting expected to be completed in February 2025.

West Side Level B Reservoir and Transmission Main (1149)

This project includes design and construction of a new 3-million-gallon water reservoir just west of City limits, along with approximately 4,000 feet of 24-inch transmission main in Tooze Road connecting to the City water system. City Council awarded the construction contract to Tapani, Inc. in June 2024. Construction began in July 2024 and is scheduled for completion in the summer/fall of 2025.

Completed Major Elements: Mass grading of the site, concrete foundation and floor installation.

Construction of the reservoir walls is 50% complete, with final wall completion expected in February 2025. Tank construction is expected to be completed in March. Commissioning of the new reservoir is scheduled for spring of 2025.



Reservoir wall forms prior to pour.

The Tooze Road transmission main installation is 75% complete. Installation is expected to be completed in February. Another road closure will occur in late February to connect to the existing City water main. Final paving of Tooze Road will occur in the summer of 2025, followed by fencing and landscaping of the reservoir site.

Engineering Division, Capital Projects

WTP Expansion to 20 MGD (1144)

This project will expand the water treatment plant capacity to 20 million gallons to support water demands in the City and Sherwood. Construction began in June 2022, with completion expected in the fall of 2025.

Completed Major Elements: Larger Pumps, Electrical equipment and generator, seismic improvements, and replacement of portions of the treatment process. Upcoming work includes conversion of an old generator room and installation of an electrical transformer. All work is expected to be completed in the fall of 2025.



Inspection and testing a new finished water pump at WTP

WWSP Coordination (1127)

Ongoing coordination efforts continue with the Willamette Water Supply Program (WWSP). Here are the updates on major elements within Wilsonville:

- **Phase 1, Wilsonville Road (PLM_1.1)** Arrowhead Creek Lane to Wilsonville Road—**COMPLETE**
- **Phase 2, Garden Acres Road to 124th (PLM_1.2)** Ridder Road to Day Road—**COMPLETE**
- **Phase 3, Wilsonville Road to Garden Acres Road (PLM_1.3)**

The WWSP’s last section of transmission pipeline to be constructed in the City of Wilsonville began in fall 2022, with completion planned for 2025. It will connect the remaining portion of the pipeline through Wilsonville and has an alignment along Kinsman Road, Boeckman Road, 95th Avenue, and Ridder Road (see image). The Engineering Division is currently in the process of reviewing final plans and coordinating construction. The trenchless crossing under Wilsonville Road and under Boeckman Road have been completed. Pipe install on 95th Avenue from Boeckman Road to Ridder Road has been completed and restoration of the sidewalk and curb and gutter on the east side of the road is ongoing. The northbound lane of 95th Avenue from Boeckman Road to Ridder Road has been temporarily paved and is opened to two-way traffic. Permanent concrete road panel restoration of 95th Avenue to follow in summer 2025.



Engineering Division, Private Development

Residential Construction Activities

Canyon Creek South Phase 3

The contractor continues to work on punchlist items for closeout. The City continues to await submittal of construction drawings for the open space improvements.

Frog Pond West

Frog Pond West continues to see significant construction activities. Housing construction in the Frog Pond Ridge, Frog Pond Crossing, Frog Pond Estates, Frog Pond Oaks and Frog Pond Vista subdivisions is on-going.

- Frog Pond Overlook, a 24-lot subdivision located north of Frog Pond Lane, and west of Frog Pond Vista, paved the new residential street and a portion of Frog Pond Lane. The contractor is working on punchlist items to complete the subdivision improvements. Significant portions of the Boeckman Trail have been completed with this project.
- Frog Pond Petras, a 21-lot subdivision located on the northern corner of Frog Pond Lane and Stafford Road, has submitted plans for infrastructure construction. Construction is anticipated to commence in spring 2025.
- Frog Pond Primary, the new West Linn-Wilsonville School District (District) primary school on Boeckman Road is working primarily onsite. Sherman Drive has been paved and is fully open to traffic. Other construction is on hold until the District resolves some contracting issues.
- Frog Pond Terrace, a 19-lot subdivision located north of Morgan Farms, paved in November and is working on punchlist items to complete the subdivision improvements.



Construction continues at Frog Pond Crossing, Frog Pond Oaks and Frog Pond Vista

Natural Resources Division

Memorial Park Riparian Habitat

On January 25, 2025, the City and Friends of Trees hosted a planting event at Memorial Park. Forty volunteers participated in the planting event, which included the installation of 650 native plants in the understory of a forest adjacent to the Willamette River.

Since 2002, the City of Wilsonville has partnered with Friends of Trees Green Space program on a wide variety of natural resource planting, restoration, and maintenance activities. Founded in 1989, Friends of Trees is a regional leader in improving the urban tree canopy and restoring sensitive natural areas through programs delivered by thousands of volunteers.



Planning Division, Current

Administrative Land Use Decisions Issued

- 10 Type A Tree Permits
- 2 Type B Tree Permits
- 1 Type C Tree Permit
- 3 Class 1 Administrative Reviews
- 2 Class 2 Administrative Reviews
- 1 Class 1 Sign Permit

Construction Permit Review, Development Inspections, and Project Management

In January, Planning staff worked with developers and contractors to ensure construction of the following projects are consistent with Development Review Board and City Council approvals:

- CIS Office Building at Wilsonville Road and Kinsman Road
- Industrial development on Day Road and Garden Acres Road
- New home on Montgomery Way
- New PGE substation on Parkway Avenue north of Boeckman Road
- Residential subdivisions in Frog Pond West
- Transit-Oriented Development on Barber Street

Development Review Board (DRB)

DRB Panel A met on January 13. During the meeting Rob Candrian was elected chair for 2025 and Alice Galloway was elected vice chair. The DRB continued a hearing regarding a sign waiver until their March meeting. In addition the board introduced themselves to new member Janis Stanford and received training from City staff regarding making motions.

DRB Panel B met on January 27. During the meeting Rachelle Barrett was elected chair for 2025, continuing in the position from 2024, and Megan Chuinard was elected vice chair. Following the election of officers the board introduced themselves to new member Dana Crocker and received training from City staff regarding making motions.

DRB Projects Under Review

During January, Planning staff actively worked on the following major projects in preparation for potential public hearings before the Development Review Board:

- Residential zone change and partition off Camelot Street
- Sign Waiver for Parkworks campus
- Temporary Use Permit for modular offices at Republic Services

Planning Division, Long Range

Climate Friendly and Equitable Communities (CFEC) Parking Compliance

On March 10, 2022, Governor Kate Brown issued Executive Order 20-04, directing state agencies to reduce climate pollution. Executive Order 20-04 was in response to Oregon not meeting its climate pollution reduction goals, one of which was adopted in 2007 by state legislators to reduce the state's climate pollution by 75% by 2050. In response, the Oregon Land Use Conservation and Development Commission (LCDC) developed, and the State adopted, updates to Oregon's transportation and land use planning administrative rules (OARs). These new OARs and local government compliance with them are the core of what is called the Climate Friendly and Equitable Communities (CFEC) program. Among the CFEC requirements is parking reform to remove or substantially reform minimum parking requirements in local government codes based on the State's findings that minimum parking requirements overproduce parking leading to, among other things, inefficient land use, less walkability, and more pollution from driving.

In January, the Planning Commission considered input from City staff and consultants to provide guidance to City Council on which of three compliance methods to pursue. After consideration of the information the Planning Commission expressed support of pursuing Option 1 which involves removing parking minimums for areas of the City (Charbonneau, the western 2/3 of Villebois, and industrial areas in northwest Wilsonville) not already exempt from parking minimums due to proximity to transit. City Council provided further guidance on which compliance option to pursue at the February 3 work session, after which the consultant and City staff will prepare a package of Development Code updates for consideration.

Housing Our Future

This multi-year project will analyze Wilsonville's housing capacity and need followed by developing strategies to produce housing to meet the identified housing needs. This will build upon previous work, including the 2014 Housing Needs Analysis and 2020 Equitable Housing Strategic Plan. In January, the project Task Force held its fourth meeting, reviewing a refined list of actions that may be included in the Housing Production Strategy and providing feedback on which actions to recommend to City Council. Based on this input, City Council will make final recommendations on actions to include in the Housing Production Strategy in early 2025.

Oregon White Oak Response Coordination and Leadership

In January, Associate Planner Georgia McAlister continued as a key member of the Mediterranean Oak Borer (MOB) task force, continuing to coordinate efforts between various City Divisions and Departments, as well as contract arborists, property owners, and others to diagnose and make a plan to address the declining health of a number of the City's Oregon white oak (OWO) trees. Removals have slowed within Wilsonville allowing for focus to shift to research opportunities and data collection. The Oregon Department of Agriculture, Oregon Department of Forestry, and Oregon State University are continuing their efforts to partner with the City and Wilsonville community on research efforts.

Planning Commission

The Planning Commission met on January 8. During the meeting the Commission held two work sessions. The first was to hear from staff and consultants on the Climate Action Plan and provide feedback. The second was regarding the Climate-Friendly and Equitable Communities (CFEC) Parking Compliance and Standards Reform project where they provided input for the Council to consider regarding which compliance option to pursue.

Planning Division, Long Range

Wilsonville Industrial Land Readiness (WILR) Project

The Wilsonville Industrial Land Readiness project combines a focused economic and development potential analysis of the Basalt Creek Concept Plan on the northwest edge of the City with a City-wide Economic Opportunities Analysis and Economic Development Strategy to inform long-range job growth and planning efforts. Consultants finished key work on the first phase of the project, focused on Basalt Creek which will inform upcoming work to reaffirm concepts from the Basalt Creek Concept Plan and define uses in more detail through Master Planning and Development Code amendments. In January, staff work continued to prepare a draft Master Plan document and outline proposed Code amendments, which will be shared with the Council in the coming months. In addition, in January the second, citywide, phase of the project kicked off with a meeting between Staff and consultants.

- **FY 2025-26 Budget:** The City’s annual budget process is well underway, with the City Manager and Finance meeting with departments in February to discuss their operating budget requests. Additionally, staff are estimating the current fiscal year’s ending fund balance for each of the City’s 24 funds, which will be used as the Budgeted Beginning Fund Balance for the upcoming fiscal year. This analysis will be emailed to the Budget Committee in memo form, by early March.

As a next step, the City Manager and Finance will be meeting with the departments in March to discuss their capital improvement project (CIP) requests. As a component to this, we continue to review/update the City’s five year financial forecasts, of which we’ll deep dive further into in the upcoming fiscal year 2025-26 budget presentations to the Budget Committee on May 7, 13, and 22 (if needed).

- **FY 2024-25 Budget Supplemental:** The City’s second budget supplemental for the current fiscal year is scheduled for Council review on February 20. More detail to come by way of a Council Staff Report before the public hearing.
- **Advanced Metering Infrastructure (AMI):** The department is collaborating with Public Works to explore whether the City should convert to AMI utility meters. AMI aligns with the City’s goals of enhanced customer service, real-time data, conservation, future-proofing, and sustainability. It enables quicker leak detection, accurate billing, and data-driven decision-making, while supporting long-term growth through scalability. Additionally, AMI eliminates inefficiencies from manual readings, reduces errors, and promotes sustainability through process automation.
- **Property Tax Exemptions:** The department has begun the process of reviewing property tax exemption requests from local area low-income housing complexes, in preparation for our presentation to Council in March. This is an annual process typically including five area complexes. The tax exemption aims to reduce the property tax burden on agencies providing affordable housing for low-income renters, and must be approved by Council each year.
- **Utility Rate and SDC Fee Study:** The City has contracted with a utility rate consultant, the FCS Group, to update its Sewer and Stormwater revenue requirements. The rate study includes assessments for both utility rates and system development charges (SDCs). Utility rates fund ongoing operations, maintenance, and capital improvements, while SDCs are one-time charges for new development to support infrastructure expansion. With significant capital needs ahead, both utility rates and SDCs will require increases to maintain capacity and support growth. Sewer utility rates have not been increased since 2014 and Stormwater since 2021. Without adjustments, revenue for each system will struggle to meet operational and infrastructure needs.
- **Attached Financials:** Finance continues to monitor all departments for on-going budget compliance.

	Current Year Budget	Year to Date Activity	Remaining Balance	% Used
110 - General Fund				
Taxes	\$ 16,395,000	\$ 13,169,181	\$ 3,225,819	80%
Intergovernmental	3,299,090	2,361,589	937,501	72%
Licenses and permits	176,700	148,760	27,940	84%
Charges for services	439,822	214,563	225,259	49%
Fines and forfeitures	190,000	90,977	99,023	48%
Investment revenue	620,000	477,496	142,504	77%
Other revenues	704,070	126,392	577,678	18%
Transfers in	5,576,135	3,278,151	2,297,984	59%
TOTAL REVENUES	\$ 27,400,817	\$ 19,867,110	\$ 7,533,707	73%
Personnel services	\$ 13,336,720	\$ 6,785,930	\$ 6,550,790	51%
Materials and services	14,071,749	3,405,997	10,665,752	24%
Capital outlay	272,828	223,554	49,274	82%
Transfers out	11,543,193	4,959,303	6,583,890	43%
TOTAL EXPENDITURES	\$ 39,224,490	\$ 15,374,784	\$ 23,849,706	39%
610 - Fleet Fund				
Charges for services	\$ 1,781,890	\$ 1,039,437	\$ 742,453	58%
Investment revenue	27,000	29,627	(2,627)	110%
TOTAL REVENUES	\$ 1,808,890	\$ 1,069,064	\$ 739,826	59%
Personnel services	\$ 1,059,030	\$ 538,273	\$ 520,757	51%
Materials and services	823,040	328,013	495,027	40%
Capital outlay	257,000	212,949	44,051	83%
TOTAL EXPENDITURES	\$ 2,139,070	\$ 1,079,235	\$ 1,059,835	50%
230 - Building Inspection Fund				
Licenses and permits	\$ 939,000	\$ 919,207	\$ 19,793	98%
Investment revenue	140,000	74,686	65,314	53%
TOTAL REVENUES	\$ 1,079,000	\$ 993,892	\$ 85,108	92%
Personnel services	\$ 1,027,800	\$ 510,968	\$ 516,832	50%
Materials and services	201,036	107,756	93,280	54%
Transfers out	368,400	214,900	153,500	58%
TOTAL EXPENDITURES	\$ 1,597,236	\$ 833,624	\$ 763,612	52%
231 - Community Development Fund				
Licenses and permits	\$ 668,567	\$ 334,144	\$ 334,423	50%
Charges for services	443,006	154,965	288,041	35%
Intergovernmental	265,000	10,000	255,000	4%
Investment revenue	70,000	60,102	9,898	86%
Transfers in	3,805,649	2,128,395	1,677,255	56%
TOTAL REVENUES	\$ 5,252,222	\$ 2,687,606	\$ 2,564,616	51%
Personnel services	\$ 3,976,150	\$ 2,014,455	\$ 1,961,695	51%
Materials and services	755,100	250,786	504,314	33%
Transfers out	860,186	371,000	489,186	43%
TOTAL EXPENDITURES	\$ 5,591,436	\$ 2,636,241	\$ 2,955,195	47%
240 - Road Operating Fund				
Intergovernmental	\$ 2,249,000	\$ 1,116,645	\$ 1,132,355	50%
Investment revenue	91,500	14,612	76,888	16%
Other revenues	-	1,063	(1,063)	-
TOTAL REVENUES	\$ 2,340,500	\$ 1,132,320	\$ 1,208,180	48%
Personnel services	\$ 590,870	\$ 256,687	\$ 334,183	43%
Materials and services	641,312	442,495	198,817	69%
Capital outlay	342,000	307,648	34,352	90%
Debt service	360,000	356,443	3,557	99%
Transfers out	1,578,693	420,671	1,158,022	27%
TOTAL EXPENDITURES	\$ 3,512,875	\$ 1,783,943	\$ 1,728,932	51%

	Current Year Budget	Year to Date Activity	Remaining Balance	% Used
241 - Road Maintenance Fund				
Charges for services	\$ 2,585,000	\$ 1,381,305	\$ 1,203,695	53%
Investment revenue	89,000	93,732	(4,732)	105%
TOTAL REVENUES	\$ 2,674,000	\$ 1,475,037	\$ 1,198,963	55%
Transfers out	\$ 2,842,830	\$ 1,721,518	\$ 1,121,312	61%
TOTAL EXPENDITURES	\$ 2,842,830	\$ 1,721,518	\$ 1,121,312	61%
260 - Transit Fund				
Taxes	\$ 6,200,000	\$ 3,289,027	\$ 2,910,973	53%
Intergovernmental	3,683,000	2,430,410	1,252,590	66%
Charges for services	20,000	8,976	11,024	45%
Investment revenue	640,000	412,263	227,737	64%
Other revenues	21,000	37,686	(16,686)	179%
TOTAL REVENUES	\$ 10,564,000	\$ 6,178,363	\$ 4,385,637	58%
Personnel services	\$ 5,611,270	\$ 2,352,537	\$ 3,258,733	42%
Materials and services	2,909,951	1,458,730	1,451,221	50%
Capital outlay	2,030,000	191,151	1,838,849	9%
Transfers out	5,044,080	2,222,294	2,821,786	44%
TOTAL EXPENDITURES	\$ 15,595,301	\$ 6,224,711	\$ 9,370,590	40%
510 - Water Operating Fund				
Charges for services	\$ 10,263,900	\$ 6,215,757	\$ 4,048,143	61%
Investment revenue	800,000	436,166	363,834	55%
Other revenues	40,000	38,918	1,082	97%
TOTAL REVENUES	\$ 11,103,900	\$ 6,690,841	\$ 4,413,059	60%
Personnel services	\$ 716,720	\$ 228,408	\$ 488,312	32%
Materials and services	5,935,766	2,525,801	3,409,965	43%
Capital outlay	1,518,500	164,703	1,353,797	11%
Debt service	375,000	370,754	4,246	99%
Transfers out	10,711,214	2,924,567	7,786,647	27%
TOTAL EXPENDITURES	\$ 19,257,200	\$ 6,214,233	\$ 13,042,967	32%
520 - Sewer Operating Fund				
Charges for services	\$ 7,787,000	\$ 3,976,459	\$ 3,810,541	51%
Investment revenue	420,000	268,511	151,489	64%
Other revenues	31,500	22,523	8,977	72%
TOTAL REVENUES	\$ 8,238,500	\$ 4,267,493	\$ 3,971,007	52%
Personnel services	\$ 481,890	\$ 154,757	\$ 327,133	32%
Materials and services	4,219,192	1,936,057	2,283,135	46%
Capital outlay	230,000	-	230,000	0%
Debt service	2,880,000	376,436	2,503,564	13%
Transfers out	4,008,281	1,491,071	2,517,210	37%
TOTAL EXPENDITURES	\$ 11,819,363	\$ 3,958,321	\$ 7,861,042	33%
550 - Street Lighting Fund				
Charges for services	\$ 544,500	\$ 280,486	\$ 264,014	52%
Investment revenue	30,000	28,480	1,520	95%
TOTAL REVENUES	\$ 574,500	\$ 311,966	\$ 262,534	54%
Materials and services	\$ 331,310	\$ 141,753	\$ 189,557	43%
Transfers out	1,220,939	495,580	725,359	41%
TOTAL EXPENDITURES	\$ 1,552,249	\$ 637,332	\$ 914,917	41%
570 - Stormwater Operating Fund				
Charges for services	\$ 3,527,500	\$ 1,795,691	\$ 1,731,809	51%
Investment revenue	230,000	140,058	89,942	61%
TOTAL REVENUES	\$ 3,757,500	\$ 1,935,748	\$ 1,821,752	52%
Personnel services	\$ 459,780	\$ 195,910	\$ 263,870	43%
Materials and services	852,592	353,619	498,973	41%
Debt service	842,000	836,423	5,577	99%
Transfers out	2,630,119	593,759	2,036,360	23%
TOTAL EXPENDITURES	\$ 4,812,491	\$ 1,994,470	\$ 2,818,021	41%

	Current Year Budget	Year to Date Activity	Remaining Balance	% Used
336 - Frog Pond Development				
Licenses and permits	\$ 2,000,000	\$ 740,523	\$ 1,259,477	37%
Investment revenue	93,500	86,884	6,616	93%
TOTAL REVENUES	\$ 2,093,500	\$ 827,407	\$ 1,266,093	40%
Materials and services	\$ 32,560	\$ 2,597	\$ 29,963	8%
Transfers out	4,449,726	956,610	3,493,116	21%
TOTAL EXPENDITURES	\$ 4,482,286	\$ 959,207	\$ 3,523,079	21%
348 - Washington County TDT				
Washington County TDT	\$ -	\$ 311,156	\$ (311,156)	-
Investment revenue	34,000	49,162	(15,162)	145%
TOTAL REVENUES	\$ 34,000	\$ 360,318	\$ (326,318)	1060%
346 - Roads SDC				
System Development Charges	\$ 900,000	\$ 2,925,183	\$ (2,025,183)	325%
Investment revenue	242,500	249,013	(6,513)	103%
TOTAL REVENUES	\$ 1,142,500	\$ 3,174,196	\$ (2,031,696)	278%
Materials and services	\$ 38,820	\$ 12,382	\$ 26,438	32%
Transfers out	10,893,557	2,390,651	8,502,906	22%
TOTAL EXPENDITURES	\$ 10,932,377	\$ 2,403,034	\$ 8,529,343	22%
396 - Parks SDC				
System Development Charges	\$ 825,000	\$ 304,261	\$ 520,739	37%
Investment revenue	43,500	53,052	(9,552)	122%
TOTAL REVENUES	\$ 868,500	\$ 357,313	\$ 511,187	41%
Materials and services	\$ 15,810	\$ 1,321	\$ 14,489	8%
Transfers out	1,334,844	168,380	1,166,464	13%
TOTAL EXPENDITURES	\$ 1,350,654	\$ 169,701	\$ 1,180,953	13%
516 - Water SDC				
System Development Charges	\$ 1,000,000	\$ 968,719	\$ 31,281	97%
Investment revenue	238,000	172,259	65,741	72%
TOTAL REVENUES	\$ 1,238,000	\$ 1,140,978	\$ 97,022	92%
Materials and services	\$ 24,280	\$ 3,648	\$ 20,632	15%
Debt service	457,000	450,699	6,301	99%
Transfers out	9,255,582	2,542,442	6,713,140	27%
TOTAL EXPENDITURES	\$ 9,736,862	\$ 2,996,789	\$ 6,740,073	31%
526 - Sewer SDC				
System Development Charges	\$ 550,000	\$ 333,927	\$ 216,073	61%
Investment revenue	31,500	32,116	(616)	102%
TOTAL REVENUES	\$ 581,500	\$ 366,043	\$ 215,457	63%
Materials and services	\$ 20,640	\$ 1,324	\$ 19,316	6%
Transfers out	1,909,921	36,447	1,873,474	2%
TOTAL EXPENDITURES	\$ 1,930,561	\$ 37,772	\$ 1,892,789	2%
576 - Stormwater SDC				
System Development Charges	\$ 200,000	\$ 411,712	\$ (211,712)	206%
Investment revenue	77,500	80,647	(3,147)	104%
TOTAL REVENUES	\$ 277,500	\$ 492,359	\$ (214,859)	177%
Materials and services	\$ 5,380	\$ 1,813	\$ 3,567	34%
Transfers out	922,104	70,619	851,485	8%
TOTAL EXPENDITURES	\$ 927,484	\$ 72,432	\$ 855,052	8%

	Current Year Budget	Year to Date Activity	Remaining Balance	% Used
805 - Year 2000 Capital Projects				
Investment revenue	\$ -	\$ -	\$ -	-
TOTAL REVENUES	\$ -	\$ -	\$ -	-
Capital outlay	\$ 1,454,120	\$ 1,455,988	\$ (1,868)	100%
TOTAL EXPENDITURES	\$ 1,454,120	\$ 1,456,095	\$ (1,975)	100%
810 - Westside Program Income				
Investment revenue	\$ 5,000	\$ 3,041	\$ 1,959	61%
TOTAL REVENUES	\$ 5,000	\$ 3,041	\$ 1,959	61%
815 - Westside Capital Projects				
Investment revenue	\$ 128,500	\$ 134,981	\$ (6,481)	105%
TOTAL REVENUES	\$ 128,500	\$ 134,981	\$ (6,481)	105%
Materials and services	\$ 223,808	\$ 82,842	\$ 140,966	37%
Capital outlay	2,227,681	123,081	2,104,600	6%
TOTAL EXPENDITURES	\$ 2,451,489	\$ 205,923	\$ 2,245,566	8%
825 - Coffee Creek Capital Projects				
Investment revenue	\$ 2,500	\$ 9,793	\$ (7,293)	392%
Transfers in	500,000	-	500,000	0%
TOTAL REVENUES	\$ 502,500	\$ 9,793	\$ 492,707	2%
Materials and services	\$ 136,004	\$ 80,169	\$ 55,835	59%
TOTAL EXPENDITURES	\$ 136,004	\$ 80,169	\$ 55,835	59%
827 - Coffee Creek Debt Service				
Taxes	\$ 748,000	\$ 631,050	\$ 116,950	84%
Investment revenue	6,000	7,720	(1,720)	129%
TOTAL REVENUES	\$ 754,000	\$ 638,770	\$ 115,230	85%
Debt service	\$ 782,000	\$ 139,198	\$ 642,802	18%
TOTAL EXPENDITURES	\$ 782,000	\$ 139,198	\$ 642,802	18%
830 - Wilsonville Investment Now Program				
Taxes	\$ 1,056,000	\$ 900,150	\$ 155,850	85%
TOTAL REVENUES	\$ 1,056,000	\$ 900,517	\$ 155,483	85%
Materials and services	\$ 1,056,000	\$ 61,600	\$ 994,400	6%
TOTAL EXPENDITURES	\$ 1,056,000	\$ 61,600	\$ 994,400	6%



City of Wilsonville Police

JANUARY 2025

The new year has begun on a reassuring note for Wilsonville, with no major incidents reported—a welcome contrast to the previous year’s difficult conclusion, which saw a rise in homicides and burglaries.

As the community moves forward, the Wilsonville Police Department remains committed to ensuring safety and stability. Increased patrols, ongoing investigations, and strengthened partnerships with residents have contributed to a smooth transition into the new year. Officers continue to focus on crime prevention efforts and community engagement to maintain this positive momentum.



Chief of Police, Captain Robert Wurpes, met with a Charbonneau community group on January 7 for an engaging discussion focused on public safety and crime prevention. The meeting was conducted in a Q&A format, allowing residents to ask questions and express their concerns. Captain Wurpes provided valuable information on basic safety measures, crime trends, and awareness tips specifically tailored for seniors. He also shared insights about the Wilsonville Police Department’s role in the community and its ongoing efforts to ensure public safety.

Following the event, the community group expressed their gratitude with a heartfelt thank-you message, emphasizing their appreciation for the opportunity to learn more about local law enforcement and how they can contribute to a safer neighborhood.

Sergeant McGothin joined our Wilsonville team in 2024, bringing with him Yukon, one of the County’s K9 officers. Yukon is a four-year-old Belgian Malinois/Dutch Shepherd mix, born in June 2020 in the Netherlands. He holds the distinction of being Oregon’s first certified law enforcement electronics detection K9. He is certified in Patrol through the Oregon Police Canine Association (OPCA) and as an Electronic Storage Device (ESD) detection K9, trained to identify two distinct odors unique to digital storage devices.

This means that once a search warrant has been executed, Yukon can help locate hidden or missing digital storage devices that might otherwise go unnoticed. His skills are a game-changer in investigations where crucial evidence—such as illicit or incriminating data—may be concealed on a phone, thumb drive, hard drive, or laptop.

If you’d like to see Yukon in action, check out this video: [Yukon](#)

Meet YUKON
The Sheriff’s Office
ESD K9 Officer





City of Wilsonville

Call Activity

1.094

Total Calls

YEAR 2024

High Priority • 92

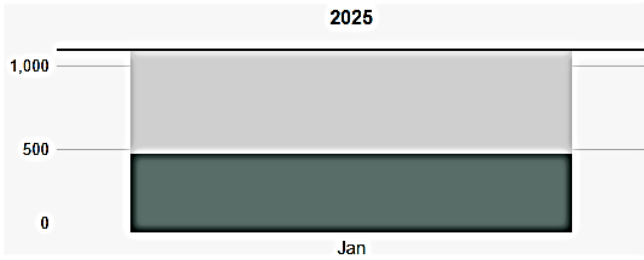
Medium Priority • 718

Low Priority • 284

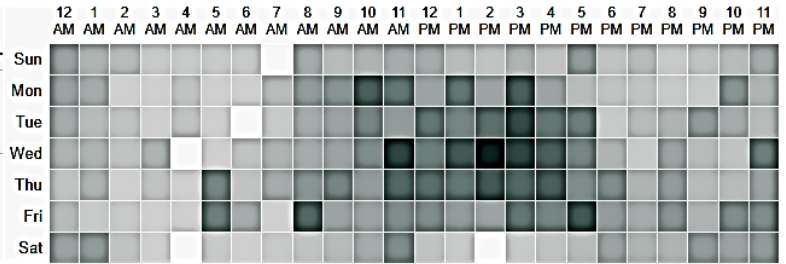
Public-Initiated • 467

Deputy-Initiated • 627

Call Activity by Month and Year



Call Activity by Day of Week and Hour of Day



*This dashboard is maintained by CGSO's Strategic Analysis Unit
 Data source: Clackamas County Communication's Computer Aided Dispatch (CAD) software
 Updated: 2/3/2025 3:45:17 PM (UTC)*

JANUARY 2025

160

Assist

133

Crime

215

Disorder

292

Other

294

Traffic

Crime		
Harassment/menacing	24	
Theft	20	
Domestic violence	19	
Assault/abuse	12	
Criminal mischief	11	
Fraud	10	
Trespass	10	
Vice	7	
Sex offense	6	
Burglary	4	
Hit and run	4	
Stolen vehicle	3	
Recovered stolen vehicle	1	
Robbery	1	
Violation of restraining order	1	
Disorder		
Suspicious activity	115	
Parking complaint	35	
Premise check	15	
Disturbance	13	
Unwanted person	11	
Subject contact	9	
Juvenile custody dispute	5	
Noise complaint	5	
Animal complaint	3	
Juvenile complaint	2	
Abandoned vehicle	1	
Promiscuous shooting	1	

Assist		
Assist public	81	
Alarm	49	
Assist other agency	12	
Assist fire/medical	10	
Missing person	7	
Assist law enforcement	1	
Other		
Follow-up	159	
Community contact	38	
Civil	35	
Behavioral health	26	
Detail/special duty (non-traffic)	15	
Property	10	
Extra patrol	5	
Information	2	
Warrant service	2	
Traffic		
Traffic stop	265	
Traffic crash	15	
Traffic complaint	8	
Hazard	3	
DUII	2	
Detail/special duty (traffic only)	1	



The new LINCC logo is the result of a thoughtful library survey where community members shared what libraries mean to them.

From the Director

January saw the start of our Winter Reading Challenge for all ages. This program not only encourages individuals to explore new literature during the colder months but also introduces a variety of library services as part of the Challenge's Bingo card. The Challenge runs from Jan. 2 through Feb. 28.

We are excited to announce the rollout of a new logo and branding for the Library Network of Clackamas County (LINCC). The design features modern and accessible typography and a color palette inspired by our local landscape, symbolizing our libraries as integral parts of the community—just like the mountains and fields that define our region. The hope is that this new look will make everyone feel welcome in our library spaces, fostering a sense of belonging and encouraging exploration and discovery.

-Shasta Sasser, Library Director

Children's Services

Stuffed Animal Sleepover

Children brought their stuffed animals to the library on Jan. 11 for a special "Stuffed Animal Sleepover." Youth Services staff took photos, showing all of the fun the animals had overnight. Children picked up their stuffed animals the next day, and received a "Sleepover Memento" with the photos and a note about how much fun the animals had.

Creative Corner

Elementary-aged children and their grown-ups attended these special programs on Jan. 6 and 27. The library provided a wide variety of art supplies for everyone to use to create their own artwork.

UPCOMING:

- "Thanks For Reading With Me! Celebrating the Dolly Parton's Imagination Library in Wilsonville," Friday, Feb. 14, at 10:30am.
- "Lunar New Year Grand Finale with Fun Activities" on Saturday, Feb. 15 at 2pm.
- "Africa - Rivers of Stories Presented by Storyteller, Habiba Addo" on Saturday, Feb. 22, at 11am.



Stuffed animal guests stayed up way past their bedtimes at the Stuffed Animal Sleepover.



The winning artwork from the LINCC Teen Art Contest will be featured on countywide summer reading materials.

Teen Services

LINCC Teen Art Contest

Each year libraries in Clackamas County look to local teens to design the Teen Summer Reading artwork. Young artists in grades 6-12 submitted their original artwork for this year's theme: "Level Up at Your Library!" The winning entrant will receive a \$100 cash gift card and their artwork will be featured countywide on 2025 Summer Reading materials.

UPCOMING:

- Teen Afterschool Drop-in Activities Valentine's Bash on Feb. 12.
- Teen Advisory Board meetings at 4:30pm on Mondays, Feb. 10 and 24.

Adult Services

Profiles: Four Cosmic Mysteries

Dr. Bill Thierfelder delved into four cosmic mysteries: life beyond Earth, Dark Matter, the Multiverse, and Supermassive Black Holes, at this online presentation on Jan. 8.

Martin Luther King, Jr. Day Film

In honor of Martin Luther King, Jr.'s birthday, we held a free screening of the 2014 film *Selma*, considered by many as one of the best films about Dr. King. Attendees enjoyed the film and thanked the library for holding it.

Book Walk

The January Book Walk featured a walk in Memorial Park in discussion with Adult Services Librarian Greg Martin about the novel *Atonement* by Ian McEwan.

UPCOMING:

- “The Unknown MLK” online presentation on Wednesday, Feb. 5, at 11am.
- Book Notes Concert featuring The Swing & Standards Trio on Saturday, Feb. 8, at 2pm.
- Black History Month Film *Ruby Bridges* on Friday, Feb. 21, at 3pm.
- “Black Exclusion in Oregon” presentation on Tuesday, Feb. 25, at 6pm.
(Collaboration with the City of Wilsonville’s Diversity, Equity and Inclusion Committee)



Local band Bug Toast performed world-influenced progressive folk music at the Book Notes Concert on Saturday, Jan. 11.



The Museum of the Oregon Territory holds exhibitions highlighting topics of Clackamas County history.

Around the Library

New Cultural Pass:

Museum of the Oregon Territory

Located in Oregon City, the Museum of the Oregon Territory is home to Native American petroglyphs and artifacts, the original 1850 Oregon City plat map, a piece of the Willamette Meteorite, as well as thousands of other objects, photographs, and documents that reflect Clackamas County history and culture.

The Cultural Pass provides free admission to the museum for two adults and any children.

Find out more about the Cultural Passes at:
www.wilsonvillelibrary.org/CP

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

JANUARY

			1 Happy New Year! Library Closed	2 Winter Reading Challenge January 2-February 28	3 WIC Pop-Up Clinic 10am-12pm 1-4pm First Friday Film Thelma PG-13 3pm	4 Space Talks Rocket Engines, Then and Now 11am-12:30pm
5	6 Blood Drive 12:30-6pm Creative Corner LEGO Block Building Party 2-3:30pm	7 ODHS Drop-in 10am-12pm 1-3pm Intermediate ESL 10am Toddler & Baby Time 10:30am & 11:15am	8 Family Storytime 10:30am Profiles 11am STEAM Stuff 2:30pm Teen After School Drop-in 3-6pm	9 Family Storytime 10:30am	10 Play Group 10:30am-Noon WIC Pop-Up Clinic 10am-12pm 1-4pm	11 Booknotes Concert Bug Toast 2-3pm Stuffed Animal Sleepover 3-5:30pm drop off
12 Stuffed Animal Sleepover 1-5:30pm pick up	13 Teen Advisory Board 4:30pm	14 ODHS Drop-in 10am-12pm 1-3pm Intermediate ESL 10am Toddler & Baby Time 10:30am & 11:15am	15 Family Storytime 10:30am Teen After School Drop-in 3-6pm	16 Family Storytime 10:30am Book Walk Atonement by Ian McEwan 1pm	17 Play Group 10:30am-Noon WIC Pop-Up Clinic 10am-12pm 1-4pm Film Selma PG-13 3pm	18 Spanish Storytime 11am
19	20 Martin Luther King Jr. Day Library Closed	21 ODHS Drop-in 10am-12pm 1-3pm Intermediate ESL 10am Toddler & Baby Time 10:30am & 11:15am	22 Family Storytime 10:30am Teen After School Drop-in 3-6pm	23 Blood Drive 2-6:30pm Family Storytime 10:30am	24 Play Group 10:30am-Noon WIC Pop-Up Clinic 10am-12pm 1-4pm	25
26	27 Creative Corner February Crafts 2-3:30pm Teen Advisory Board 4:30pm	28 ODHS Drop-in 10am-12pm 1-3pm Intermediate ESL 10am Toddler & Baby Time 10:30am & 11:15am	29 Family Storytime 10:30am Teen After School Drop-in 3-6pm	30 Family Storytime 10:30am	31 Play Group 10:30am-Noon WIC Pop-Up Clinic 10am-12pm 1-4pm	

8200 SW Wilsonville Road
Wilsonville, OR 97070
(503) 682-2744
wilsonvillelibrary.org
reference@wilsonvillelibrary.org

Hours
Monday - Thursday 10-8
Friday - Saturday 10-6
Sunday 1-6





Parks and Recreation Report | January 2025

Director's Report

Our park maintenance team spent time this month clearing some under brush in Memorial Park to make way for an expansion to the disc golf course. The disc golf community is providing course design as well as amenities, which means aside from staff time, this expanded community amenity will be delivered at no cost.

The team was also able to take down the holiday lights in preparation for spring activities. And speaking of spring, the dry weather in January enabled the team to get out and mow a few of our more high profile properties, an activity that is always a sure sign that spring is right around the corner.

On the project side of things, the Memorial Park athletic field lighting project as well as the park at Merryfield trail improvement project are both nearing completion and will be finished by spring. Also, the water feature internal components have been delivered to the Murase vault and that restoration work is underway. This is an important project to address aging infrastructure in our water features, ongoing maintenance issues and concerns, and to minimize down time during the busy summer season. Lastly, the Memorial Park playground replacement project is moving forward in the design phase. An internal team has reviewed the initial proposals and is in the process of moving a select few forward for public input. This exciting project will provide new play amenities that will expand capacity at our flagship park location. The \$1.1 million dollar project will be funded entirely through outside grants.

As always, there are myriad programs and offerings going on now and into the spring. Please read on or pick up an activity guide for more details. Happy 2025!

~Kris Ammerman

Recreation and Arts Updates

Summer Registration Opens April 7!

The Summer Activity Guide will be in mailboxes the week of March 31, with registration opening on April 7. The Summer Activity Guide covers all programming and events May through August, including youth summer camp options. The Recreation team is excited to announce that they've added new summer camp providers to the mix including Timbers Soccer Camp, and Coyle Outdoors Wilsonville based camps. Beloved favorites will also return including Skyhawks, Soccer Shots, Jordan Kent Sports Camps, Play-Well TEKnologies and YMCA.



Sister City to Host Japanese Cooking Class in May

The Kitakata Sister City Advisory Board will present a Japanese cooking class to the community on Saturday, May 3. The class will be taught by local area chef Jane Hashimawari and participants will learn to make a dish called Hiyashi Chuka Ramen. This dish is a seasonal noodle salad full of veggies and fresh ramen, served chilled. This class will be free to the community, but requires pre-registration.

Wilsonville Family Dance— February 21, 7-9pm, Wilsonville Community Center

The annual Wilsonville Family Dance is scheduled to take place on Friday, February 21 from 7-9pm at the Wilsonville Community Center. The theme for this year's dance is 'Once Upon a Time'. The event features a live DJ, photo booth, prize giveaways and snacks. Registration is currently low for the event, so the Recreation team is asking for help to spread the word about the event.

The Hunt for Cupid's Hearts is Underway

The Hunt for Cupid's Hearts Scavenger Hunt is ON and will run through Sunday, February 9.

This year, the design and location of each of cupid's hearts coincides with a public art project currently underway in collaboration with the Arts, Culture, and Heritage Commission called "Many Cultures, One Heart". Through a formal call for art and selection process, 10 artists were chosen to paint their designs onto 4.5 ft. x 4.5 ft. fiberglass heart sculptures, which will be on public display in spring 2025. An opening reception for the "Many Cultures, One Heart" project will take place on April 30 from 5-7 pm at the Stein-Boozier Barn in Murase Plaza. The "Many Cultures, One Heart" project was funded by Wilsonville-Metro Community Enhancement funds.

The Hunt for Cupid's Hearts | Many Cultures, One Heart Collaboration

WILSONVILLE Parks & Recreation

THE HUNT FOR CUPID'S HEARTS

January 27 - February 9

Community Center Updates

Volunteer Driven Learning Opportunities

In January, the Community Center continued its Life 101 lecture series with Attorney Michael Rose of Rose Elder Law presenting a workshop centered around estate planning basics such as wills, trusts, probate, powers of attorney, advance directives, and Medicaid planning. Scientist and Traditional Chinese Medicine Physician also recently presented on the topic of “Aging and Behavioral Health” and the benefits of daily investments in body and mind.

This past month also brought volunteers from AARP to the Community Center to present their classroom course, “AARP Smart Driver”. Participants learned proven methods to reduce traffic violations and keep themselves and loved ones safe on the road.

Additionally, representatives of NW Medicare Advisors offered an informative workshop explaining the basics of Medicare and what to expect when turning 65.



Nutrition Program

The Community Center’s nutrition team continued to provide high quality, nutritious meals to older adults in our community. In January, 819 meals were served as part of the Center’s in-person lunch program and 1,452 meals were sent out to clients who are part of the Center’s home delivered meals program.

Fitness Classes

Winter fitness has experienced strong enrollment. The back to back, Healthy Bones and Balance classes taught by Fitness Specialist, Brad Moore are both well attended with 19 in the beginner class and 26 in the advanced class. This class meets three times per week and combines aerobics with circuit training. The drop in “Sit, Stand and Be Fit” class regularly sees 20+ students, while Tai Chi has 21 students this winter.



AARP Tax Appointments

Community Center staff began taking appointments for AARP’s free tax assistance. Throughout the month appointments were taken for 11 days with 207 total time slots. All appointments for this year are full.

Upcoming Events

Daddy Daughter Dance: February 21, 7-9pm, Wilsonville Community Center

Multicultural Dance Celebration: April 3, 6:30-8:30pm, McMenamins Old Church

Community Egg Hunt: April 19, 10am, Memorial Park Sports Fields

Many Cultures, One Heart Public Art Project Reception : April 30, 5pm, Stein Boozier Barn

WERK Day: May 10, 9-11am, Memorial Park (Complimentary Breakfast at the Community Center, 8-9 am)

Board Highlights

Arts, Culture, and Heritage Commission (ACHC)

While the ACHC did not meet in January the Public Art Project “Many Cultures, One Heart” is well underway. Artists began picking up their fiberglass hearts to be painted which will be turned back in sometime in the spring. The Parks Maintenance team has been integral in building the bases for the hearts which will be utilized once they are installed.



Kitakata Sister City Advisory Board

The Kitakata Sister City Advisory Board met on January 15. Two new members joined the group, Josh Dalglish and Matt Brown. The board discussed an incoming 2025 student delegation from Kitakata, as well as date options to host host-family informational nights at the Wilsonville Library in late summer. The group will continue to meet to plan out the itinerary for the 2025 visit. Tentative dates are December 6-16, 2025.

Parks and Recreation Advisory Board

The Parks and Recreation Advisory Board did not meet in January.

Other Group Highlights

Wilsonville Community Seniors Inc.

The Wilsonville Community Seniors continue to plan for their April 5 BINGO fundraiser.

Korean War Memorial Foundation of Oregon

Representatives of the Korean War Memorial Foundation of Oregon met in January and decided on a date for their summer Korean War Remembrance Ceremony. The 2025 event will take place on June 21, at 10:00am in Town Center Park.


Parks Updates

January was another busy month for the Parks Team. They took advantage of the drier weather and tackled on-going projects and regular maintenance of the parks. The team took down the annual tree lighting decorations at Town Center Park. The Memorial Park Athletic Field—Lighting Update project wrapped up, along with the construction of bases for the “Many Cultures, One Heart” project that our Arts, Culture and Heritage Program Coordinator is leading. Additionally, the team began work on the disc golf course expansion project, completed maintenance at Arrowhead Creek Park and worked on a review of the new Memorial Park Playground RFP submissions.



From The Director's Office:

Regulatory Compliance: Every five years, the City is required to renew our wastewater treatment plant (WWTP) National Pollutant Discharge Elimination System (NPDES) permit that is mandated by the Clean Water Act. Our current permit expires in September 2025 and renewal documents needed to be submitted by January 27, 2025.

 <p>Oregon Department of Environmental Quality RENEWAL APPLICATION National Pollutant Discharge Elimination System Individual Permit (NPDES-R)</p>	DEQ USE ONLY
	<p>Application #: _____</p> <p>Annual Fee Paid: _____</p> <p><input type="checkbox"/> IND <input type="checkbox"/> DOM <input type="checkbox"/> OSS <input type="checkbox"/> UIC: _____</p> <p>DOC Conf.: _____</p>

The purpose of an NPDES permit is to regulate the discharge of pollutants from a 'point source' - the City's WWTP into 'water of the United States' - the Willamette River to prevent water pollution. The permit specifies the types and maximum amount of pollutants the WWTP can discharge, the monitoring requirement with sampling methods and frequency and the reporting procedures.

Failure to comply with the requirements of the permit can result in penalties and enforcement actions.

The renewal application contained lots and lots of data collected over the past five years and the final submittal weighed in at a whopping 1482 pages. The information ranged from city population to flow rate to effluent parameters to industries and their discharge to all the lab reports documents to support the sampling and monitoring. An updated Biosolid Management Plan and documentation of request for Mass Load Limits was also included in the packet.

Next Oregon Department of Environmental Quality staff will review the information submitted and send the City a draft copy of the permit for our comment. Once the internal review is complete the permit will be distributed for public comment. The final permit is planned to be completed by fall 2025.



Best Regards,

Delora Kerber, Public Works Director

Stormwater

A Rolling Stone

Gathers no moss; however pervious sidewalks certainly can! The Stormwater crew took advantage of dry January days to work on removing potentially slippery moss from the sidewalks and paths along Boeckman Road from 95th to Grahams Ferry. Pervious sidewalks allows water to filter through the concrete which creates maintenance challenges.



Stormwater crew members also kept up the work of removing slippery fallen leaves and continued to wage battle against local beavers, slippery adversaries in their own right, building dams that backup stormwater flow.



Facilities

No Loitering

Moss doesn't only accumulate on pervious sidewalks, any stationary fixture is at risk of being taken over. Moss grows quickly and can contribute to the deterioration of structures of all types. The Facilities Grounds team helps preserve assets and keep things looking tidy by removing moss and treating surfaces with moss preventatives.

BEFORE:



AFTER:



Facilities

LED Leads The Way

The Facilities Maintenance Technicians are systematically replacing old fluorescent lighting with new LED fixtures throughout City buildings. The new fixtures are programmable, feature easy to use controls, and provide brighter lighting when installed. Shown here is a new set of LED fixtures at the Korean War Interpretive Center.

BEFORE:



AFTER:



Facilities

Finishing Touches

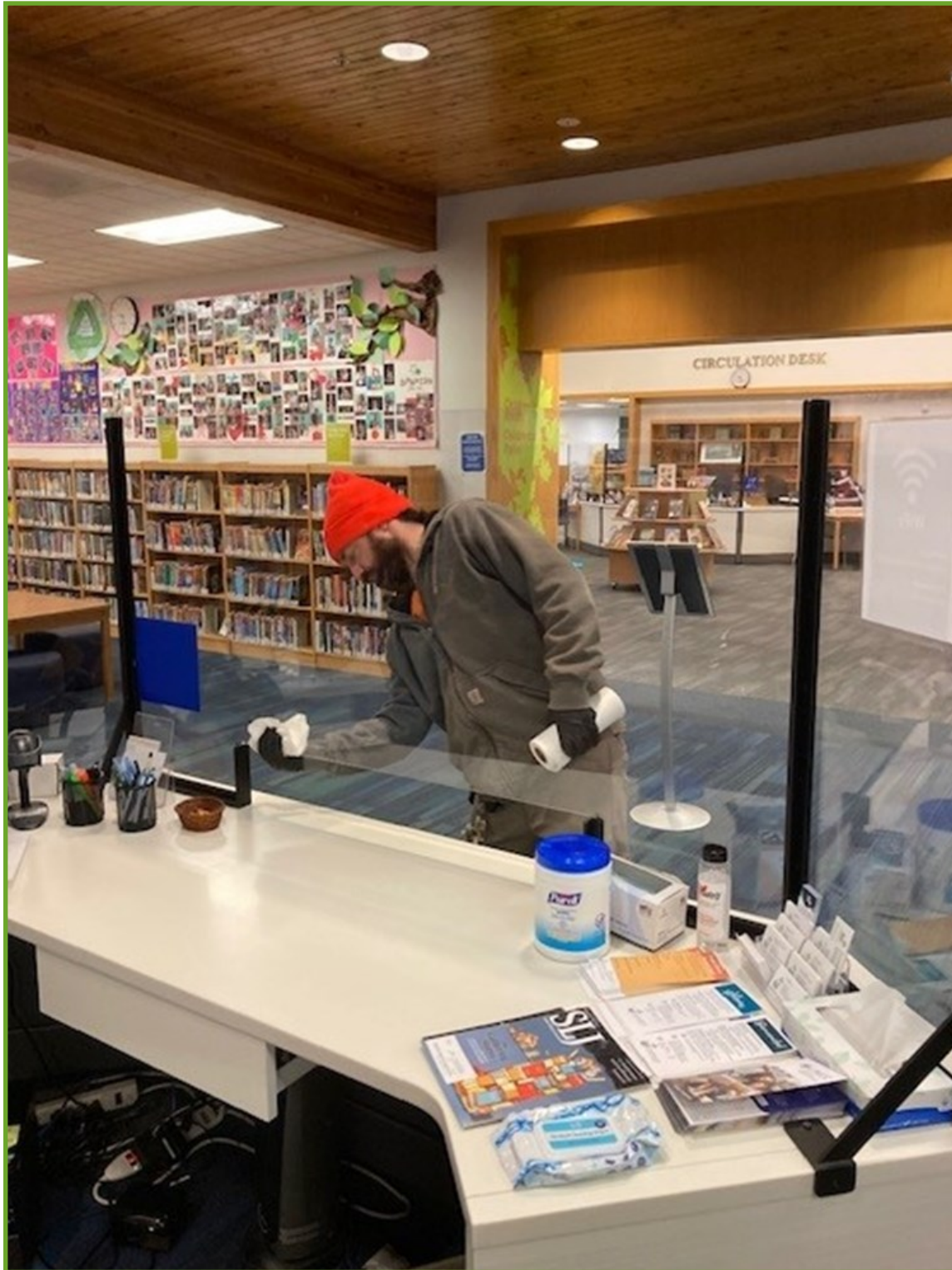
Facilities Maintenance Technicians are putting the finishing touches on the new Parks Maintenance Operations Building, including installing ADA compliant door mechanisms. Preparation is key, measuring twice and drilling once!



Facilities

The Center of Activity

The Library enjoys a constant stream of visitors of all ages, keeping everyone healthy is an ongoing effort. Plexiglass screens help keep germs at bay, and keeping them clean and inviting is a job the Facilities Janitors tackle daily.



Utilities

Behind The Scenes

The Utilities staff were invited to take part in a tour of the new Westside Reservoir Project. Staff were able to walk within the interior of the new 3-million-gallon concrete reservoir. The tour provided the benefit of staff being able to see the various components inside the reservoir prior to items being covered.



Utilities

Apply Steady Pressure

Utilities Water and Sewer technicians assisted with Westside Reservoir Project construction by replacing interior components of a pressure reducing valve (PRV) at Tooze Road. A pressure reducing valve regulates and reduces high pressure water flow to ensure a constant and safe water pressure level.



Utilities

Ready For A Closeup

The Closed Circuit Television van is a Utilities Sewer Technician's best friend. Routine inspections of sewer lines keep the community flowing smoothly. Here Luis del Rio is reeling the camera back after video inspecting a sewer line in the Villebois neighborhood.



Roads

Buried Treasure

A large January project was the trimming of thick vegetation and trees obscuring the artistic engineered wall at the I-5 off-ramp onto Wilsonville Road. The Roads crew brought out the bucket truck to help access the overgrowth and restore the scenic features of the wall. They finished the job with a thorough power washing.



Roads

On The Road Again

Winter weather is tough on roadways, repairing potholes is an always present task. Sunny days bring out the Roads team to keep Wilsonville's roads in shape.



Keeping medians, landscape and right-of-way properties free and clear means removing low hanging tree branches which are turned into mulch. Only specific trees are appropriate for mulch used around the City, care is taken to prevent the spread of disease or pests which may inhabit certain types of trees.





JANUARY 2025 REPORT

Transit/Fleet

A new year has arrived, and with it, an abundance of hope and optimism. A hope for a better today, an even better tomorrow, and a future overflowing with possibilities. Orison Swett Marden said it best when he wrote: “There is no medicine like hope, no incentive so great, and no tonic so powerful as expectation of something better tomorrow.” As for optimism, which is defined as a more general positive outlook on life and is more easily attained. To paraphrase the words of Thomas Carlyle – “Wondrous is the strength of optimism and its power of endurance – the cheerful person will do more in the same time, will do it better, and will preserve it longer.”

Happy New Year!

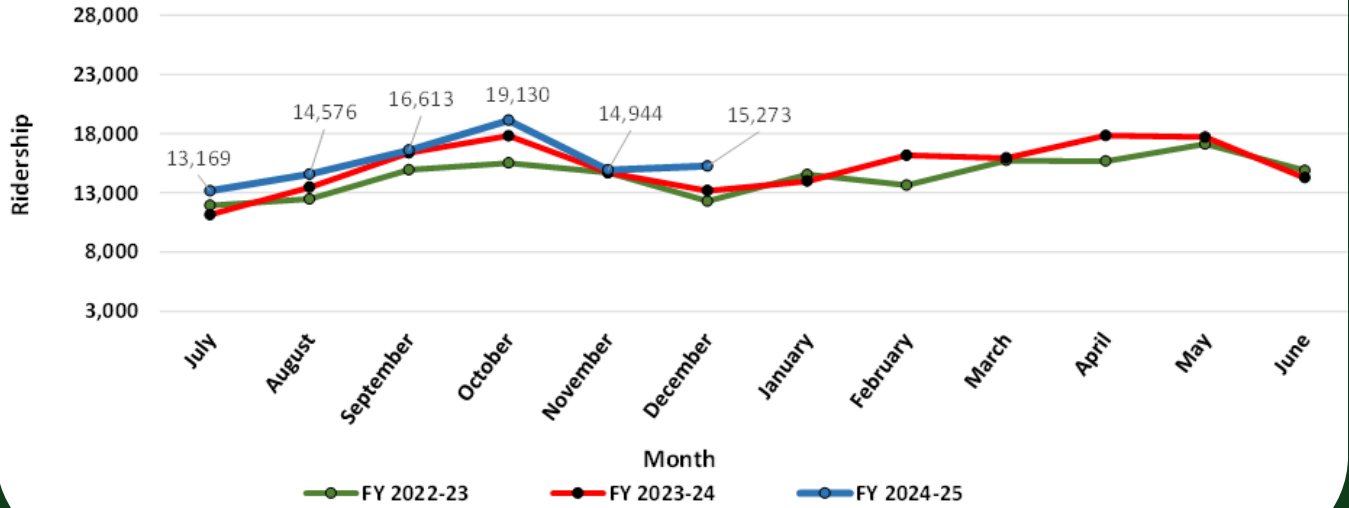
Dwight Brashear
Transit Director



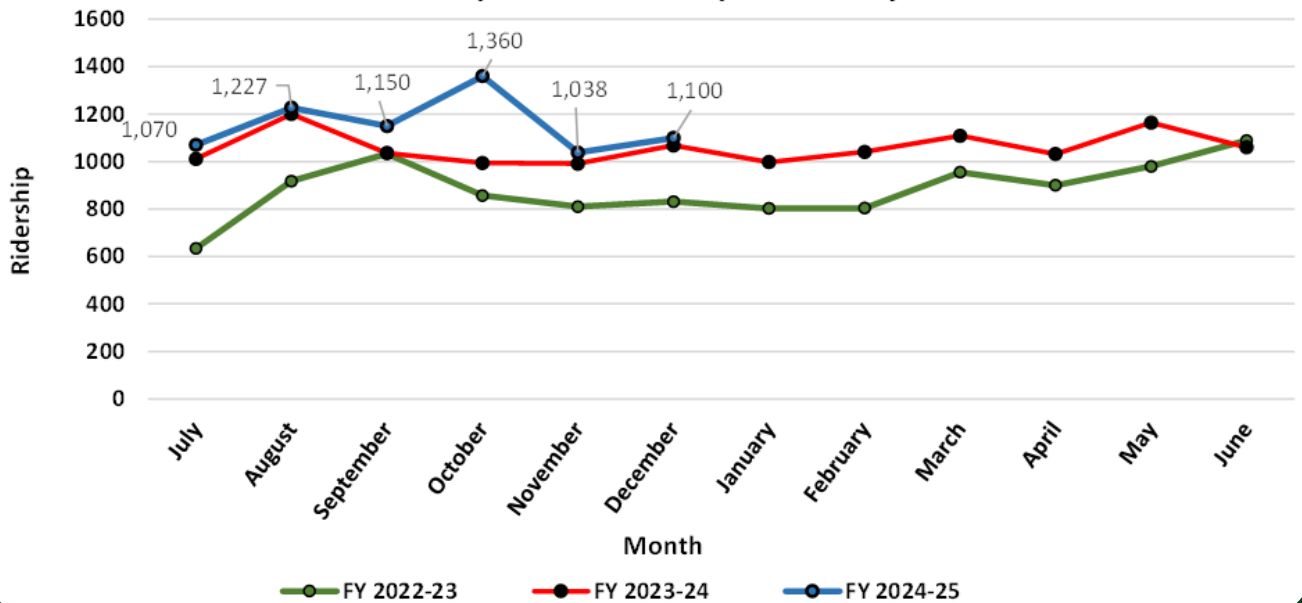
RIDERSHIP TRENDS

Anne MacCracken

Fixed Route Ridership Trends by Month



Demand Response Ridership Trends by Month



COMMUTE OPTIONS

Michelle Marston

SMART launched a new commute reward program this month. All major employers were invited to opt in. In hopes to encourage more folks to use alternative methods to commute to work, this incentive provides up to four \$25 gift cards in a year simply for using bus, bike, walk, car or vanpool methods to commute to work.



SMART SOUTH METRO AREA REGIONAL TRANSIT **get there** rewards

New Year's New Program

Learn. Thrive. Connect. Get there and earn 45 points for every qualifying trip. Redeem for electronic gift cards.

Lot transit, bike, walk, carpool and vanpool or telework trips during 2025 used to commute to work & earn 45 points. These points can be redeemed for electronic gift cards.

Join the fun at GETTHEREOREGON.ORG

GRANTS & PROGRAMS

Kelsey Lewis

The SMART Yard Expansion construction project is now well underway. Construction crews are currently building a retaining wall that will border the new expanded lot and automated bus wash building. We are grateful for the recent sunny weather that has made it easier to make progress on the site. We anticipate completion in late summer or fall of this year.

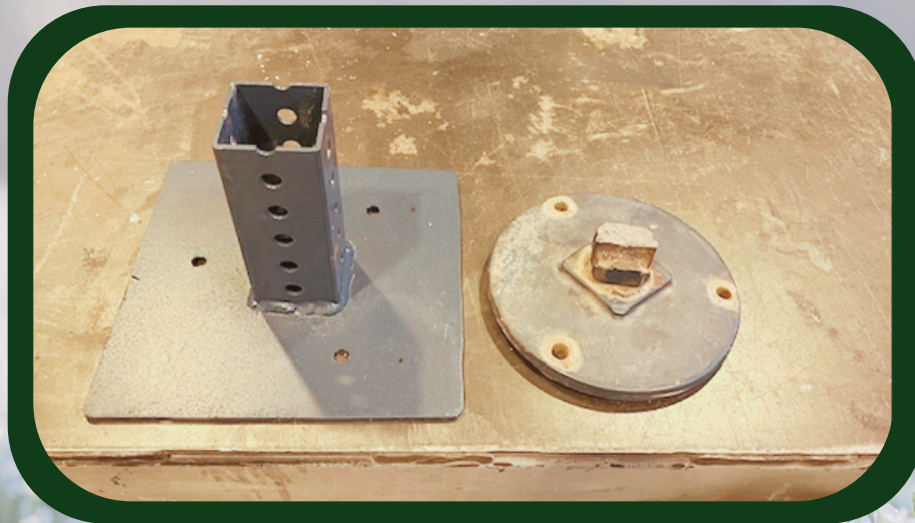


FLEET SERVICES

Scott Simonton

In addition to vehicle maintenance, Fleet Services is responsible for maintenance of bus stops. One of the more common issues we see at stops is damaged or downed sign poles. Many poles are surface mounted, using a bracket made of cast aluminum. These have proven to be somewhat brittle, and prone to breakage.

As a solution, we have begun fabricating steel brackets in-house. Steel provides a stronger, more economical solution.



Fabricated bracket (left) broken cast bracket (right)



Fleet Mechanic Jose Mora, cutting bases for new brackets