

TO: Forest Grove City Staff

FROM: The Forest Grove Committee for Community Involvement

DATE: November, 2019

RE: 2020 Annual Town Meeting

The following strategic plan outlines the recommended format for the Forest Grove Annual Town Meeting, and proposed tactics to drive event attendance. The 2020 ATM will take place on Saturday, January 25.

DESIRED OUTCOMES

- Connect with the community about the need for a new police station: communicate work done thus far, answer questions and address concerns, and provide an opportunity for residents to offer feedback on the future of their police station.
- Drive attendance to the ATM by positioning it as a key opportunity to ask questions, pose concerns, and give feedback directly of City staff and elected officials.
- Create a sense of community cohesion and unity. Empower community members to know that they have a voice and it matters.

PROPOSED FORMAT:

- **7:45am** - CCI members and other volunteers arrive to set up for the event.
- **8:30** - Doors open to the public; breakfast and coffee is available.

Attendees can enjoy refreshments while reviewing display materials set up throughout the room with photos and graphics to help contextualize the need for a new police station, and what the architect's plans are for the new facility.

There will also be a table where attendees can sign up for police department tours.

Display material content and tour dates/times TBD.

- **9:00** - Meeting begins. City Manager Jesse Vanderzanden to provide welcome and introductions and explain the goals of this year's meeting. Introduce Chief Schutz and turn the meeting over to her.
- **9:05** - Chief Schutz and team to set the stage for the police station discussion by providing a brief history of the Forest Grove Police Department, its role in the community, its focus on community policing, and what makes our city's police department unique and special. This information will help residents -- particularly those who have never interacted

with our local police department -- to understand the important role it plays in our community. This information will help citizens understand how a new police station will help FGPD continue to serve the community, and protect its legacy for future generations.

- **9:20** - Chief Schutz to show the [City video](#) that provides an overview of the current police station outlines needs for a new police station, and explains the community's role in helping fund a police station by voting in favor of a bond to be put on the 2020 ballot.
- **9:25** - Chief Schutz to provide a brief overview of the work done thus far to move the project forward, then introduce the project architect.
- **9:50** - Architect to show plans.
- **10:05** - Paul Downey to provide a brief overview of the financial costs of completing the project.
- **10:15** - CCI to help moderate an audience Q&A to address questions from residents. **(Format of Q&A TBD.** Proposed idea: having a mic at the front of the room for people to ask questions directly. CCI to ask questions if community is hesitant to speak first.)
- **10:45** - Q&A concludes. Attendees are reminded about the tours they can sign up for to view the current police station. Attendees are also encouraged to review the display.
- **10:45** - Meeting break to use the restroom, grab a coffee, view displays sign up for a police station tour.
- **11:00** - Group reconvenes to take part in a City Town Hall with City staff and electeds. Panel to include the City Manager, key leadership staff, and the Mayor. CCI to introduce the panel and facilitate a general Q&A with city officials to address concerns/answer questions.

Leadership staff to provide a short (2-5 minute) update on their department, providing information that would be relevant to the community as a whole. (Example: Parks and Rec to talk about recent park upgrades and September Aquatic Center improvements.)

CCI members can ask prepared questions, as needed, to help spark a broader community discussion. **Format of Q&A TBD.**

- **11:45** - Q&A concludes. City Manager to encourage attendees to sign up for a police station tour before leaving, and to take handouts that help answer the most commonly asked questions about the new facility.

EVENT PROMOTION

To raise awareness and drive attendance to the event, we've developed a communications approach that drives excitement for the event by leveraging local media and social outreach, as well as leaning on existing City resources. A list of recommended tactics requiring additional budget from the City is also included for consideration.

EXECUTION

Earned Media: To build buzz and draw attendees to the event, we'll inform the editor of the Forest Grove News-Times about the event well in advance of the event date, offering up an interview with City Manager Jesse Vanderzanden and/or Police Chief Janie Schutz to speak about the event. Our media outreach goal is not only to secure coverage on the day of the event, but to secure coverage *in advance* of the event to help promote it.

Citizen's View Submission: Chief Schutz could author a guest opinion piece to run in the Forest Grove News-Times. The piece would focus on the police station's history and legacy, and how the construction of a new police facility is integral in preserving that legacy for the future.

City Website: Update the City website with information on the Annual Town Meeting.

Calendar Listings: Include the ATM in local event calendar listings on the City website, and in the Forest Grove News Times to help drive attendance to the event.

Print Outreach

- Bryan Pohl to place an announcement in the Forest Grove utility bill.
- CCI member TBD to create 8x11 paper flyers, in Spanish and English, to promote ATM and encourage attendance. CCI members to pass out flyers at key locations, including City Hall, the Forest Grove and Cornelius Libraries, local businesses, and community information boards.

Social Amplification: Push out fun and informative social content to build excitement for the ATM and drive event attendance. Potential content may include a JPG (photo) version of the event flyer, historic photos related to FGPD with fun facts about the department and its role in the community, photos/information from specific City departments that promote the general town Q&A, etc. Social posts on Facebook and NextDoor to be published weekly beginning on November 18 and running through January 24. There will be a pause on content posting from Dec. 23 - Jan. 1st. Sample content is as follows:

- The Forest Grove Police Department is looking to expand and upgrade in order to continue serving our community well now and into the future. Join us at an all town meeting to learn about the project, ask questions and provide feedback:
(link)

- Join us for Forest Grove’s Annual Town Meeting: Saturday, January 25, 9am-12pm. Ring in the New Year with good food and good conversation with your community! (event link.)
- The New Year is all about new beginnings, and you can help set up our City for a successful year ahead by providing feedback to City staff and electeds at the Annual Town Meeting on 1/25. Tell us what’s going well, what improvements you would like to see. Connect with fellow community members to share ideas: (event link)

Suggested Facebook pages to help cross-promote the event:

Official City Pages:

- [Forest Grove City Hall](#)
- [Forest Grove Police](#)
- [Forest Grove Fire & Rescue](#)
- [Forest Grove School District](#)
- [Forest Grove Aquatic Center](#)
- [Forest Grove Light & Power](#)

Key Community Pages:

- [Forest Grove Community Group](#)
- [Forest Grove News-Times](#)
- [Forest Grove Senior & Community Center](#)
- [Forest Grove Farmers Market](#)
- [Adelante Mujeres](#)
- [Forest Grove Concours d’Elegance](#)
- [Theatre in the Grove](#)
- [Forest Grove GOP](#)
- [Friends of Historic Forest Grove](#)

Churches:

- [Old Town Forest Grove](#)
- [St. Anthony of Padua Catholic Church](#)
- [Forest Grove United Church of Christ](#)
- [Forest Grove Assembly of God](#)

Forest Grove Business Community:

- [Telvet Coffee](#)
- [BJs Coffee Co.](#)
- [My Place Tavern](#)
- [Bites Restaurant](#)
- [Rotary Club of Forest Grove](#)
- [Forest Grove Dutch Brothers](#)

- [City Club of Forest Grove](#)
- [Forest Grove/Cornelius Chamber of Commerce](#)
- [Fitness 1440](#)
- [Forest Grove Habitat for Humanity Restore](#)
- [Valley Art Association](#)
- [Ridgewalker Brewing](#)
- [McMenamins Grand Lodge](#)
- [Foodways at Nana Cardoon](#)
- [Tuality Plains Great Grains](#)
- [Green Grove CoHousing Community](#)
- [Forest Theater](#)
- [Suzi's Lavender Company](#)

Additional Event Promotion: If the City can dedicate additional dollars to help promote the event, we can help to further spread the word and get our message in front of community members. Initial ideas:

- **Create an ATM banner** that can be repurposed year after year by listing the date as “always the last Saturday in January” or by listing the exact date and placing a patch with the new date listing the following year.
- **Place ads in the Forest Grove News-Times** to ensure weekly mentions on the ATM on their website and in the paper.
- **Boost existing social media posts** to ensure that ATM information gets shown on relevant Facebook newsfeeds.

CCI To-Dos:

- Approve the above plan.
- Secure an event location.
- Create an event flyer and work with the City to get it printed.
- Distribute flyers throughout town.
- Secure caterer for breakfast/coffee.
- Work with Chief Schutz to determine police station tour dates. Create tour date sign-up sheet.
- Work with Chief Schutz/FGPD staff to help identify materials for event display. Support as needed.