

Tualatin Tomorrow Vision Implementation Committee Goals Fiscal Year 2008/2009

Goal: Tualatin Tomorrow will touch 35% of Tualatin's citizen population with our outreach efforts to inform, create awareness and recruit volunteers to join us in this ongoing 25-year project. (Newsletters, Tabloids, Community events, and more)

Goal: Tualatin Tomorrow will touch 15% of Tualatin businesses and organizations with outreach efforts to establish awareness and to enlist their support of the plan and program. (Speaker's bureau, work with Chamber and more)

Goal: Tualatin Tomorrow will develop and implement an evaluation process that will set forth criteria to keep the Vision Implementation Committee (VIC) and overall project on track to implement the Vision. (Developing evaluation measuring and Partner assistance methodology)

Goal: Tualatin Tomorrow will create and implement strategies to make each Partner aware of their organization's importance to this program and that the VIC fully supports all of their efforts in helping to achieve the Tualatin Tomorrow Project Visions/Strategies/Actions. (Some type of awards/recognition presentation to be decided; City to include in Annual City Volunteer Recognition perhaps)

Methods of Achieving Goals:

1. Awareness: Promote awareness by the community at large to insure that the citizens and organizations of Tualatin know that the VIC is here and working on their behalf towards the Visions/Strategies/Actions that they developed and supported in the first phase of this project. The community will be made aware of the strong support of Partners and their continued work in the various Focus Areas/Individual Strategic Actions.

Techniques include but are not limited to:

- Yearly Vision Update Event – Sharing what has been accomplished and what is being specifically worked on with a bit of forward thinking.
- Speaker's Bureau – Communicate to groups/schools/government wherever possible to generate an interested audience in the Vision project and recruit their help and support.
- Twice Yearly Tabloid -"Newsletter" style periodical communicating what is being accomplished under the strategies and actions and possibly an article or two (space permitting) about one or more of the Partners. Include the upcoming six-month meeting dates and a section for volunteer recruitment (application, email, phone number, etc.)
- Press Releases - Information sent to local newspapers for inclusion. Streamline information from the Newsletter for forwarding to the local Newspapers in smaller "Bites" on a weekly/biweekly basis and always include a contact for information and volunteer purposes.
- Crawfish Festival - Crawfish Festival Display in or near the City Booth to showcase the Visioning progress to date.
- Website – maintain the project website with current information on all aspects of the Tualatin Tomorrow project.

- VIC Administrative Coordination - Part-time Tualatin Tomorrow Assistant (housed by the City or at the Chamber) who assists VIC Chair/Co-chair and Focus Area Lead's with correspondence, phone calls, meeting coordination and planning, etc. To a lesser degree, working with Partners when needed to support their efforts on specific projects. Works in conjunction with a Tualatin City staff member on implementing requests from the VIC. The City staff member would be completely "up to speed" on all aspects of the Visioning Project and assists when needed and occasionally on a regular basis (maybe up to 50% of the time) for specific events and functions.

2. Capacity: Work towards more community involvement through outreach for volunteers for the Vision Implementation Committee (i.e. Focus Area Lead Alternates; Chair, Co-Chair backup support; Outreach/Publicity involvement; Event planning and coordination; and so on) as well as contacting and continuing the search for additional Partners for actions already in process and those actions needing Partners.

Techniques include but are not limited to:

- News in the City Newsletter each and every month of some type (i.e. mention of a particular event such as the Health Fair; highlight a particular action that is accomplished or in the process; mini highlight of an individual partner – or person representing that individual partner; highlighting a Focus Area Lead and what is going on in that area) to include and encourage volunteer participation as well as including when and where the next VIC meeting will be, who and how to get a hold of staff to discuss questions and/or volunteer opportunities.
- Administer a questionnaire/survey to find out what areas people are interested in for future meetings and volunteer opportunities.
- Enhance existing database - Maintain a strong integrated list of interested community members for volunteer opportunities based on the answers received from the questionnaire as well as from lists compiled in the past. Update and maintain a complete database of partners and potential partners to be contacted for future needs.
- Individual Focus Area and/or Vision/Strategic Action workshops for people especially interested in one area or topic.
- Business Outreach – work with the Tualatin Chamber of Commerce to get Tualatin businesses involved in the Vision.
- Identify or locate Partners for actions without partners and additional support for actions in process.
- Action Coordination with Partners - Part-time Tualatin Tomorrow Assistant (housed by the City or at the Chamber) who assists VIC Chair/Co-Chair and Focus Area Leads with correspondence, phone calls, meeting coordination and planning, etc. To a lesser degree work with Partners when needed to support their efforts on specific projects. Works in conjunction with a Tualatin City staff member on implementing requests from the VIC. The City staff member would be completely "up to speed" on all aspects of the Visioning Project and assists when needed and occasionally on a regular basis (maybe up to 50% of the time) for specific events and functions.

3. Evaluation: Establish the best way to help both the Partners and the visioning process going forward to attain the Vision/Strategies/Actions set forth by the community. **Create** criteria that is

helpful and supportive to keep us on track as well as making each Partner aware of their importance to this process, individually and collectively, and our support and appreciation of all their good efforts.

Techniques include but are not limited to:

- Developing an action evaluation measuring methodology
- Developing an evaluation tool
- Developing an action assistance methodology