

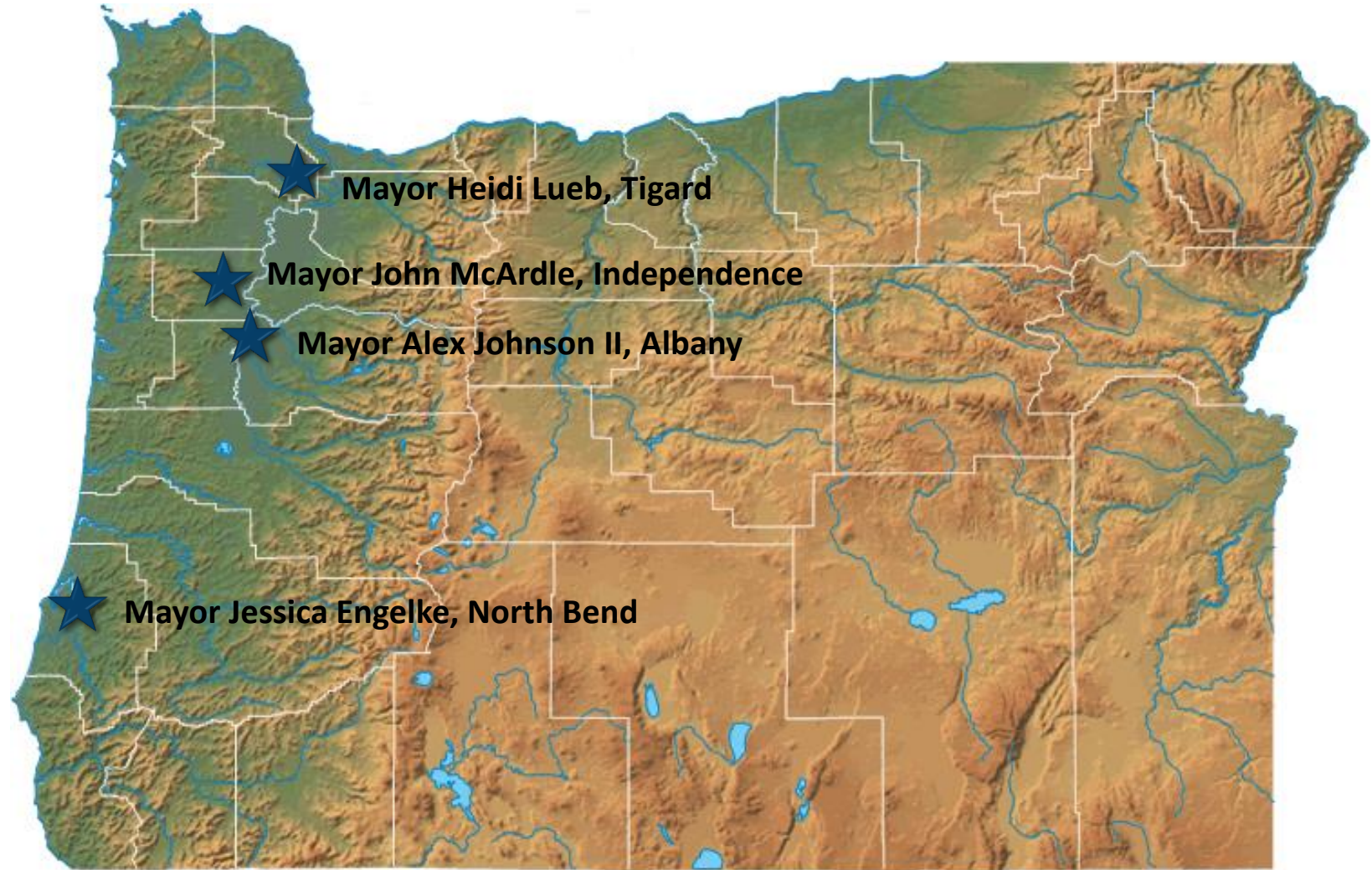
2024 OMA Fall Workshop



OCTOBER 17, 2024

BEND, OREGON

Building Relationships & Steady Communication are Key to Being an Effective Mayor



Session Agenda

Building Relationships with Constituents

Communicating City Goals and Projects

Developing Rapport with State and Federal Leaders

Conveying City's Needs with State and Federal Leaders

Building Relationships with Constituents

Presented by: Mayor Alex Johnson II



CITY OF ALBANY

- Incorporated in 1864
- Population 57,997
- Located in both Linn and Benton Counties
- Albany grew by almost 39% between 2000 and 2020



City of Albany Mission and Vision

MISSION

“Providing quality public services for a better Albany community.”

Based on the principles of high quality and continuous improvement.

VISION

“A vital and diverse community that promotes a high quality of life, great neighborhoods, balanced economic growth, and quality public services.”

Presents a compelling future toward which our strategic plan is directed.

Overview of Community Engagement Goals— Strategic Plan Theme - Effective Government Goal 2

“Develop a city communications and engagement strategy that will support an engaged and informed citizenry and build public trust.”

- Pursue effective ways to deal with misinformation.
- Engage youth in local government.
- Improve accessibility to local government.
- Enhance efforts in diversity, equity, and inclusion.



Examples: Attend local Youth Sporting Events, OMA's "If I Were Mayor" Contest, Town Halls & Career Fairs at High Schools, Reading Across America, and Community Conversations.



Deliberate and Transparent Communication— Strategic Plan Theme - Effective Government Goal 2

City of Albany, Oregon
3 days ago

🚧 ⚠️ One more road notice we just received from Engineering: Hicks Striping and Riverbend Construction, Inc. has notified the City that they will be striping in the recently repaved area of Geary St, Clay St, and 14th Ave. This work will take place at night starting today through Friday, October 11, requiring several lane closures. Traffic control signage will be in place directing traffic and access will be maintained to all businesses and residences.

Construction Notice

- 📍 Road striping
- 📍 Geary St, Clay St, and 14th Ave
- 📅 Monday, Oct. 7 through Friday, Oct. 11 (Night Work)



The map displays a grid of streets in Albany, Oregon. A dashed black line indicates the construction area, which includes Geary St, Clay St, and 14th Ave. Orange diamond markers are placed at the intersections of these streets. Landmarks such as Heritage Mall and Fred Meyer are labeled on the map.

City of Albany, Oregon created an event.
3 days ago

FREE family-friendly event for kids 1-12



albanyoregon.gov/cityhalloween

3:00 PM PDT

o-ween!

oin St SW, Albany, OR, United States, Oregon 97301

terested

The poster for 'CITY HALLOWEEN' features a purple background with orange stars and a white skeleton wearing a black witch hat. The text 'CITY HALLOWEEN' is written in large, white, stylized letters. Below the poster, the event details are listed, including the time (3:00 PM PDT) and the location (oin St SW, Albany, OR, United States, Oregon 97301).

“Develop a city communications and engagement strategy that will support an engaged and informed citizenry and build public trust.”

Facebook and the City website serve as the primary platforms for city updates and community engagement.

- Regular updates on city projects, goals, and community events.
- Use of live streaming for council meetings (YouTube & Facebook) and public forums.
- Analytics help gauge community engagement and inform future posts.



Examples: Public Works Project Map. City Bridges newsletter, Parks & Recreation Activate! Magazine, Community Conversations, Neighborhood Walks, National Night Out, and Coffee with a Cop.



Collaboration & Engagement with the Community— Strategic Plan Theme – Great Neighborhoods Goal 4

“Provide diverse recreational, educational, and cultural opportunities that enrich the lives of our citizens.”

- Increase the number of cultural events as resources permit.
- Promotion of local business initiatives that align with the city’s long-term goals.
- Provide opportunities that promote healthy living, recreation, activities, and attractions for people of all ages.

INTRODUCING THE

Albany Rollers

ALBANY NIGHT AT LINN-BENTON COMMUNITY COLLEGE
Wednesday, July 10th | Gates Open: 4 pm | First Pitch: 5 pm
\$10 General Admission Tickets

BEER • BBQ • BASEBALL

The seven-time defending West Coast League champion Corvallis Knights become the Albany Rollers for one night this upcoming summer as Linn-Benton Community College hosts its first ever WCL contest at Dick McClain Field.

We harken back 120 years to re-introduce Albany’s only professional baseball team – the Albany Rollers. We hope to bring the Albany community together for an evening of old-fashioned affordable family fun on Wednesday, July 10. The Rollers, short for Log Rollers, played at Albany Base Ball Park in 1904 after relocating mid-season from Vancouver, Washington. The Rollers, originally the Vancouver Soldiers, were a Class D professional club that finished the year in Albany after the team was forced to relocate during the season due to territorial rights issues. For two short months, before the league went bankrupt, Albany had a team. Fast forward to 2024, and the Rollers are back!

The latest version of the Rollers will wear custom caps and jerseys and face the always tough Yakima Valley Pippins at LBCC’s Dick McClain Field.

This unique event is a slice of Americana and will take us back in time, when the lumber industry thrived, and town baseball was king. This is Albany’s game and Albany’s team.

We anticipate this event will get lots of exposure and draw a festive crowd to celebrate Albany while enjoying high caliber baseball and a beer & a dog (or two).

BE AN ALBANY NIGHT GAME SPONSOR AND GET:



Examples: Linn County Veteran's Parade. Mainstreet Program, Oregon Food Trail, River Rhythms, Summer Sounds, Art & Air Festival, Rally in the Valley Pickleball Tournament, Rotary Crab Feed & Wine Walk, Downtown Block Party, Antiques in the Streets & Classic Car Show, Festival Latino and new Mushroom Festival!



Get Up! Dress Up! Show Up! – Strategic Plan Theme – Safe City Great Neighborhoods, Healthy Economy, Effective Government

“In-person engagement strengthens relationships and builds trust with the community.”

- Attend Community events
- Attend “Town Halls” offered by Senator Merkley and Senator Wyden
- Accept invitations to speak to service clubs (Rotary, Kiwanis, Lions, Soroptimist, Altrusa), Seniors, and Students.
- Attend and participate in surrounding communities’ events.
- Invite Congressional Representatives, State Legislators, Senators, and other elected officials to your events
- Reciprocate when invited





Key Takeaways & Lessons Learned

“Practical tips and lessons for effectively engaging and building relationships in your community.”

- Tip 1: Always engaged and be present when in-person to build confidence and trust in you and your vision for the future of your community.
- Tip 2: Do not avoid the difficult conversation. Accept constructive or hard feedback with grace.
- Tip 3: Don't be afraid to show your emotions. Learn to smile and laugh more when the situation warrants.
- Tip 4: “No” and “I am sorry” are acceptable responses.

Communicating Goals and Projects

Presented by: Mayor Jessica Engelke



CITY OF NORTH BEND

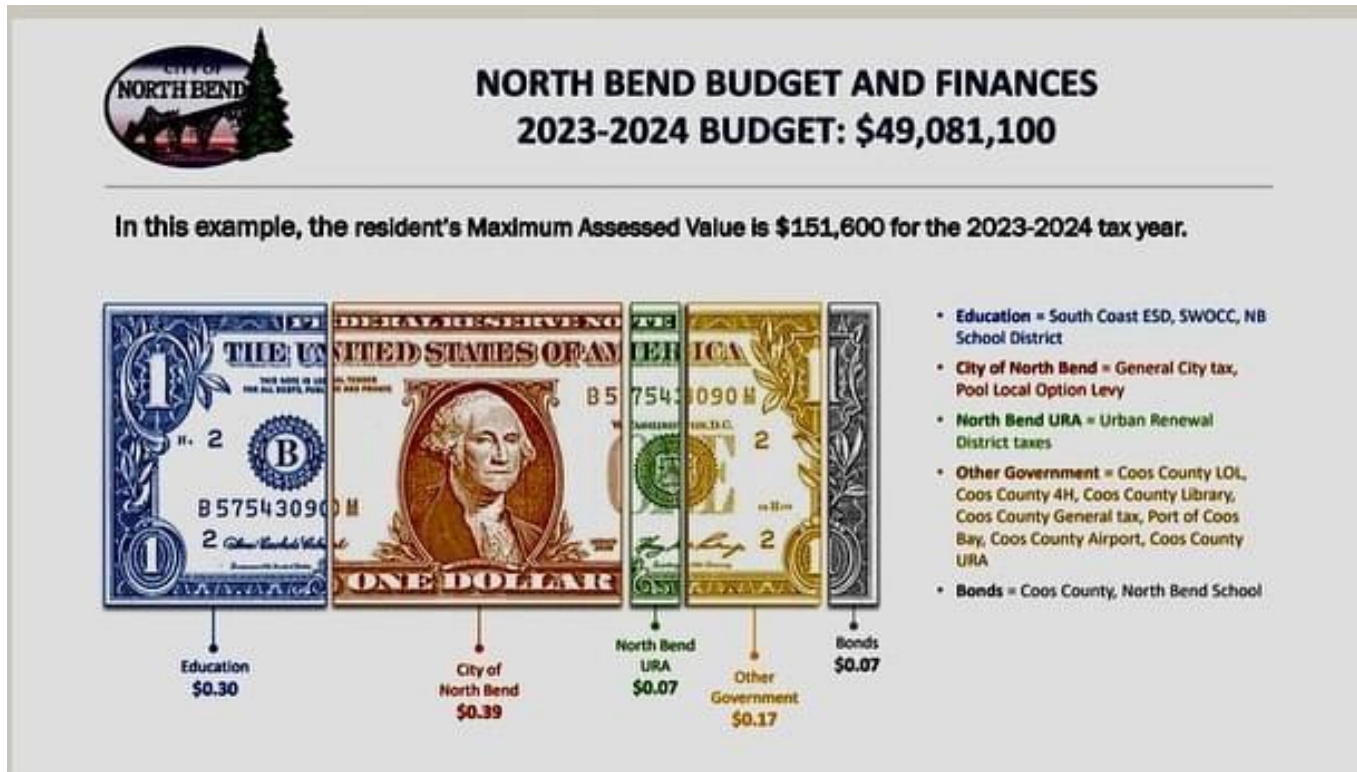
- Incorporated in 1903
- Population 10,769
- Located on the north bend of the bay on the south coast
- Home to the only airport on Oregon's coast



Overview of North Bend's Communication Strategy

Effective communication is vital for building trust and transparency in city government

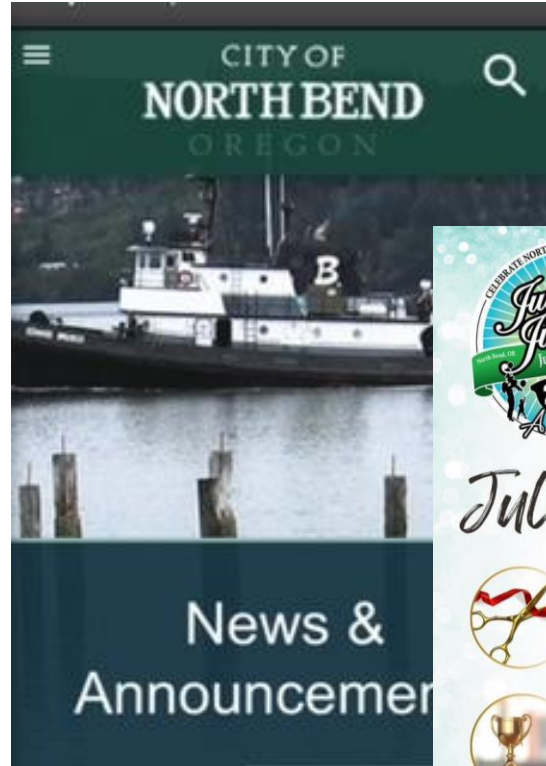
- Focus on a mix of digital and in-person platforms.
- Strong communication strategy aligns city goals with residents' and businesses' needs.
- Emphasis on engagement, accessibility, and transparency.



Social Media as a Key Tool (Facebook)

Facebook and the City Website serve as the primary platforms for city updates and community engagement.

- Regular updates on city projects, goals, and community events.
- Use of live streaming for council meetings and public forums.
- Analytics help gauge community engagement and inform future posts.



JULY JUBILEE
Kick Off Event

July 12th
4:00 PM - 5:00 PM
AT GRANT CIRCLE
NEXT TO CITY HALL

Ribbon Cutting with the Bay Area Chamber of Commerce to celebrate the return of July Jubilee.

Honored Citizen Awards for Business of the Year, Citizen of the Year, and Continuing Contribution Award.

Celebrate the City of North Bend's 121st Birthday with cake generously donated by the Mill Casino.

CONTACT: 541-756-4613
MRICE@NORTHBENDCITY.ORG

northbendoregon.us/julyjubilee

North Bend Christmas

Christmas Tree Lighting & Festival on Main
Friday - December 2nd, 2023

Waffles with Santa • Free Ice Skating • Elf on the Shelf
Story time with Mrs. Claus • Santa's Petting Zoo
Fire Truck Rides • Christmas Tree Lighting
Block Party • Lighted Truck Parade

FREE TO THE COMMUNITY ALL DAY CELEBRATION DOWNTOWN NORTH BEND

Tree Lighting at Grant Circle, 835 California Ave

NORTHBENDOREGON.US/CHRISTMAS

Waffles with Santa Registration
northbendwaffleswithsanta.eventbrite.com

Lighted Truck Parade Registration
northbendoregon.us/lightedtruckparade

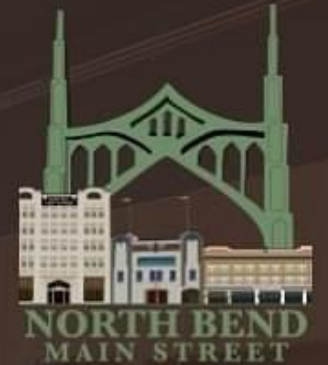
Collaboration with the Chamber of Commerce & Main Street Program

Strong partnerships enhance communication between the city and the business community.

- Chamber of Commerce helps align city projects with business needs.
- Main Street Program engages residents, businesses, and community organizations.
- Promotion of local business initiatives that align with the city's long-term goals.

NORTH BEND MAIN STREET PRESENTS

AFTER
STROLL
MIXER



FREE ENTRY AT

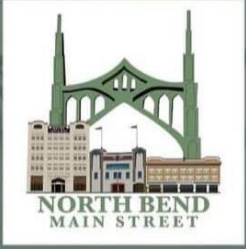
NORTH
FORTY
BEER COMPANY
40

October 11th, 2024 | 7:30 PM

North Forty in North Bend

www.northbendoregon.us

TALK OF THE TOWN



*Working to Create,
Sustain, and Promote
Downtown North Bend*



5:30pm - 7:30pm

THURSDAY

SEPTEMBER 12, 2024

2040 Union Ave

Downtown North Bend

Inside the Event Tent

WHAT TO EXPECT

- **Conversation**
- **Refreshments**
- **Information**
- **Live Music**

COMMUNITY SURVEY



WE WANT TO HEAR FROM YOU



@mayorjessicaengelke

City Administrator's Report & "Talk of the Town" Events

Regular communication and open forums keep residents informed and involved.

- Bi-weekly City Administrator's report includes updates from all departments, providing transparency on city progress.
- "Talk of the Town" events held twice a year allow residents to engage directly with city leaders on ongoing and upcoming projects.
- These initiatives foster open communication and encourage resident feedback on city goals.

Engaging with the Public with “Walks with the Mayor”

In-person engagement strengthens relationships and builds trust within the community.

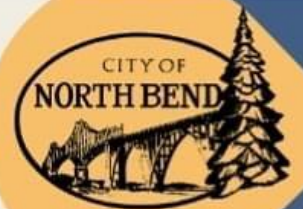
- Monthly “Walks with the Mayor” encourage casual, face-to-face interactions between city leadership and residents.
- These walks offer an informal setting to discuss city goals, projects, and concerns.
- Sister city collaboration enhances community involvement on a larger scale, making engagement more inclusive.

Walk with the Mayors

Monday, October 28th at Noon

Meet @ Ferry Road Park to walk the first part of the Sawmill & Tribal Trail

Mayor Benetti of Coos Bay and Mayor Engelke of North Bend are inviting community members from both cities to step out for some conversation and fresh air.



Key Takeaways & Lessons Learned

Leverage

Use a combination of digital and in-person engagement for maximum outreach.

Consistent

Regular updates, whether through social media or reports, build transparency and trust.

Two-Way Communication

Foster two-way communication: allow for feedback through “Talk of the Town” events or informal settings like “Walks with the Mayor.”

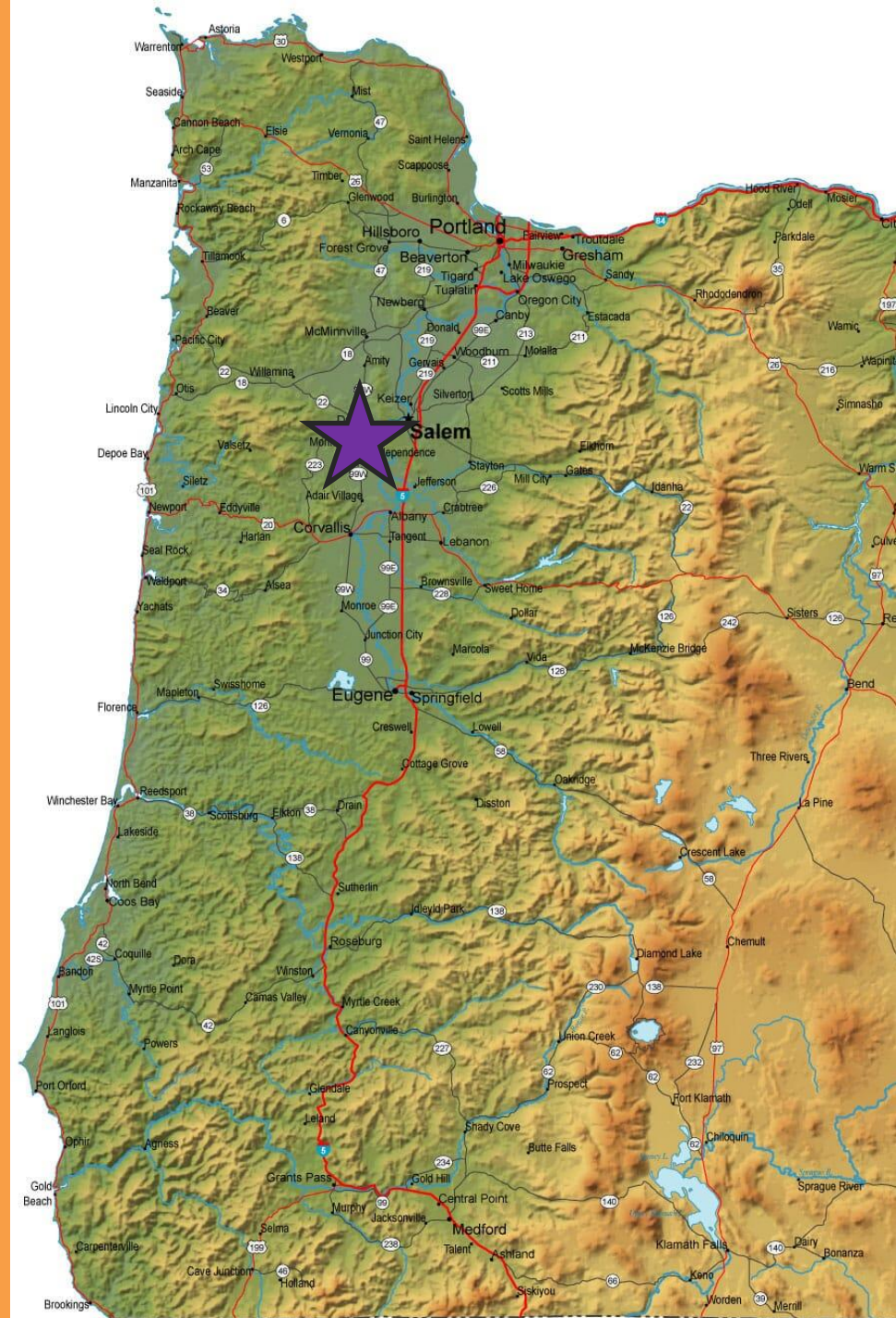


WORKING WITH STATE & FEDERAL LEADERS

It's about relationships and communication
Presented by: Mayor John McArdle

THE CITY OF INDEPENDENCE

- Founded in 1845
- Population 10,280
- Share a border with City of Monmouth
- Fifteen minutes from downtown Salem
- Average annual population growth of 2.5% since 2000
- 40% of the population is Latino



KEY POINTS



Establish personal relationships with staff members and agencies

Let them know what you are working on – current and planned

Know what they can and can't do. Don't push them for something they can't provide

Explain how your project/program/request fits into larger plans and ongoing efforts

Find ways to help THEM communicate why your project is important or should matter to them



Riverview Park
Amphitheater



Independence
Landing



Working with the
Federal Government

Working with ODOT





THANK YOU!

Conveying the City's Needs

Presented by: Mayor Heidi Lueb



CITY OF TIGARD

- Incorporated in 1961
- Population 55,868
- Located less than 20 minutes from downtown Portland
- Seen 2.72% growth since 2020



Conveying the City's Needs

Understand the Issue



Know Your Audience



Clear and Focused Message



Practice Practice Practice

Understanding the Issue

- Know the key points
- How does this issue impact your community
- What is your angle on the issue or ask



Know Your Audience

- Research the officials
- Understand the format
- Tailor the message to the audience





Clear and Focused Message

- Be concise
- Use personal stories if appropriate
- Use of data and facts

Practice Practice Practice

- Rehearse
- It shouldn't sound like a speech
- Prepare for questions





Questions

