



A place where families and businesses thrive.

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COMMUNICATION PLAN

March 15, 2020

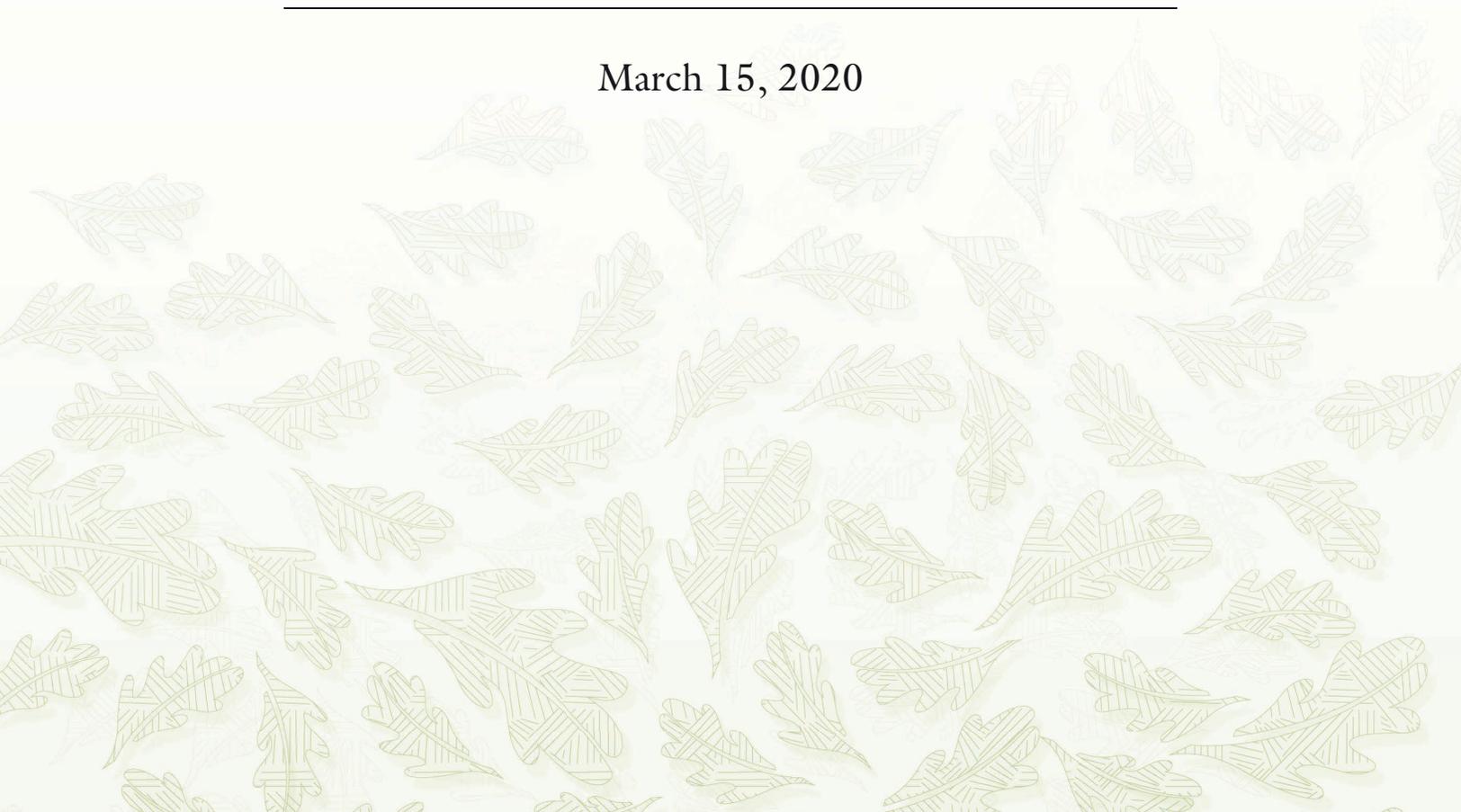




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OVERVIEW

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Who We Are

Located approximately 25 miles west of Portland in Washington County, Oregon, Forest Grove was historically known as a farming community. While retaining connection to its agricultural roots in the verdant Tualatin Valley, Forest Grove has evolved, steadily growing in various leaps and bounds and, since 2010, at a rate of about 4% annually. As of 2020, Forest Grove has approximately 25,000 people living within the City limits. It is recognized as a distant suburb of Portland and is enjoyed by many who commute into the city for work and pleasure. However, a destination in and of itself, Forest Grove has long been known as a centrally located hub that serves as a gateway to forests, waterways, beaches, mountains and wine country.

Forest Grove is home to Pacific University, and, in more recent years, it has built upon and attracted a number of key, growing industries, including manufacturing, education and healthcare. Forest Grove values a small-town feel as its city and community change over time. It strives to manage challenges with tact and diplomacy while welcoming the benefits and opportunities that positive changes inevitably bring.

Willamette State Forest

FOREST GROVE





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Mission & Vision

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OUR MISSION

The City of Forest Grove is a place where families and businesses thrive.

OUR VISION

We strive for a thriving community that nurtures our youth, educates all residents, and attracts and welcomes visitors. Our staff is committed to providing timely, reliable, respectful and honest customer service.

Note: The City is contracting with SSW Consulting to facilitate a vision and values development process, which will likely result in an update to the City's vision and values statement by late Winter/early Spring 2021.

The City of Forest Grove has always valued good communication and has strived to keep pace with effective ways to communicate with the people it serves. It believes great communication is essential for reaching the City's goals and objectives, particularly around providing excellent customer service and upholding its responsibility as a government to preserve the democratic process. Such effective communication also facilitates the City's ability to engage the community in decision-making, retain an informed and high-functioning workforce, and attract and retain its community members, businesses and visitors.

ABOUT THIS PLAN

In our fast-paced, digitally connected and multicultural community, it's paramount to ensure the City has the tools, policies and processes needed to ensure great communication, both internally and externally. The City's internal and external communication policies provide guidelines for City staff and elected and appointed officials around communication policies and processes.

This communication plan is a blueprint for our organization's communication commitments, goals and activities. As communication fundamentals hold fast over time, specific communication goals, strategies, tactics and tools will inevitably change. With that understanding, this plan should be viewed as a living document, revisited periodically for assessment and necessary updates.

This communication plan does not suggest *all* goals, tactics, strategies and metrics be acted upon and pursued immediately; rather, City Staff can view and use this as a long-term plan, identify annually what's vital and doable, and take consistent action against that decision and as is possible given resources (e.g., time, budget, personnel). For example, City Staff may wish to use the Pareto Principle (80/20 Rule) and choose the 20 percent of goals (the most vital) that will support 80 percent of their communication success over the next 12 months, then revisit and choose the next 20 percent of goals that will support 80 percent of their communication success over the next 12-month time period.

How To Use This Plan

Typically, communication plans are reviewed annually. The annual review helps those implementing the plan determine whether the goals, strategies and tactics are achieving the desired outcomes. It also allows them to make adjustments as needed.

The last communication plan was created (not adopted) by the City of Forest Grove in 2011. A lot has changed since then, including some key personnel,

