

CITY VIEWS

NEWS & EVENTS FOR THE CITY OF HILLSBORO

May/June 2014

Helping Hillsboro Businesses Grow at Home

How "Grow Hillsboro" Works to Retain Local Companies and Add More Jobs



Employees at Hillsboro's Axiom Electronics assemble circuit boards and many other products.

Companies that move to Hillsboro often generate headlines for creating jobs, but research shows that as many as 80 percent of new jobs are created by existing companies. Understanding how important they are to the local economy, the City of Hillsboro is focused on making sure that Hillsboro businesses stay satisfied and continue to grow here.

As part of the City's commitment to provide excellent customer service, Hillsboro's Economic Development Department launched the "Grow Hillsboro" Business Retention and Expansion Program in 2012.

"We're happy that they're here. Now we want to make sure that they're happy staying here," said Hillsboro Economic Development Director Mark Clemons. "We take the first step in reaching out to our businesses to ensure we are doing whatever we can to help them succeed, and we work side-by-side with other City departments and the Hillsboro Chamber of Commerce to grow and retain jobs."

continued on page 2

MAYOR'S MESSAGE

Downtown Hillsboro: Two-Way Streets Are the Way to Go



Mayor Jerry Willey

Downtown Hillsboro is the heart of our city and our historic center. It's one of the places where we, as residents, can all gather together – partly because we can get Downtown by car, train, bus, bike or foot. But Downtown Hillsboro was not intended to be a thoroughfare where local drivers zoom by and visitors spend their time figuring out how to get around the one-way grid.



Considering the more than \$173 million in public and private investments that have been made in Downtown Hillsboro – the Civic Center, the Walters Cultural Arts Center, the Venetian, the 4th and Main development, Sequoia Gallery & Studios, Pacific University, Tuality Healthcare and the Intermodal Transit Facility – we want to ensure that our Downtown is a resounding success. For that, we need to make the change to two-way streets. Two-way streets are easier to navigate, and they allow drivers to see businesses from two directions.

continued on page 2

Email StayConnected@Hillsboro-Oregon.gov to receive the e-newsletter of the City of Hillsboro



Mayor's Message: Two-Way Streets Are the Way to Go

continued from page 1

The one-way grid is made even more challenging by the MAX tracks.


As residents, we may have adapted to the grid over the years, but it can be confusing and frustrating for first-time visitors who might decide to keep going, or might not come back.

We all benefit when Downtown Hillsboro is thriving. With more shoppers there are more small businesses, more work opportunities for our residents, and higher property values.

Welcoming more shoppers and diners also leads to new stores and restaurants that we all enjoy, including businesses that fill specific needs such as a bakery, grocery store, and taphouse, to name a few.

Other local cities already have made this transition to two-way streets – Vancouver, Washington in 2008 and Oregon City in 2012 – and those cities have seen how a two-way conversion can draw more people to a downtown. In fact, nearly 60 American cities are either making this switch right now or already have completed the change to a two-way grid, among them: Boise, Dallas, Miami, Minneapolis, Palo Alto, and San Jose.

This is part of our overall strategy to make Downtown Hillsboro a great place to work, live and shop. We've worked to help improve storefront signage and lighting. We've partnered to bring major community events and activities to Downtown, such as Celebrate Hillsboro, Holly Days, Tuesday Marketplace, the Hillsboro Farmers' Market on Saturdays, and the Latino Cultural Festival.

The Hillsboro Chamber of Commerce's Board of Directors unanimously supports our proposed conversion to a two-way street system. I'm asking for your support as well. We have almost all of the ingredients for a bustling Downtown Hillsboro, but I believe this change to two-way streets is crucial to give our small businesses and residents the chance to truly thrive in Downtown. 



Business Retention Program: Growing Hillsboro Businesses

continued from page 1

The "Grow Hillsboro" program targets businesses in traded-sector industries such as semiconductor and electronics, clean technology, biosciences, advanced manufacturing, software and more. These companies produce goods and services sold outside of the region, helping to create new wealth for our community.

"I am so impressed [with] how proactive the City of Hillsboro is about reaching out to small businesses," wrote Nancy Cranston, Marketing Manager and Chairman of the Board of The Parr Company, the Hillsboro-based building-material supplier. Cranston's note followed a meeting with Hillsboro Mayor Jerry Willey, Hillsboro Chamber of Commerce President Deanna Palm, and Hillsboro Economic Development Manager Sarah Garrison.

Building a relationship with a local business often begins with a phone call from a City of Hillsboro employee, followed by an in-person visit to the company's facilities where staff can get to know a business' specific needs and collaborate on how the City can help.

"It is so refreshing to work with a municipality that actively seeks building strong relationships with businesses and their people," Cranston wrote. "The fact that you visited us, here, really speaks to that 'family' culture and how you treat the community."

Read more about the City of Hillsboro's "Grow Hillsboro" program at Hillsboro-Oregon.gov, or contact Terre Cooper at 503-681-5267 or terre.cooper@hillsboro-oregon.gov.



COUNCIL CONNECTION

What is your favorite Hillsboro Hops memory so far?



Mayor Jerry Willey

Every game is a community picnic



Council President Aron Carleson

Rich Burk leading "Take Me Out to the Ball Game"



Councilor Olga Acuña

The beautiful rainbow on Opening Night



Councilor Megan Braze

Watching the 4th of July fireworks



Councilor Steve Callaway

Seeing Kyle Schepel throw a no-hitter in Boise



Councilor Darell Lumaco

Throwing out a first pitch on Opening Night



Councilor Fred Nachtigal

Hillsboro Ballpark's beautiful green field

Follow us on Twitter at: @CityofHillsboro

Stay Connected at: www.Hillsboro-Oregon.gov

City Manager's Report Connecting Our Kids From Classroom to Career



City Manager Michael Brown

When Hillsboro youth have opportunities to help others and achieve excellence in their own lives, it makes our community stronger. From the recent creation of the City's first career-exploration event, Youth Invasion, to the Hillsboro Police Department Cadet Program, Hillsboro has supported meaningful youth engagement programs.

The City of Hillsboro has prioritized youth initiatives such as the Youth Advisory Council (YAC), which provides Hillsboro's high school students with leadership opportunities. Our Mayor and City Council went one step further in partnering to provide college scholarship opportunities to students who will attend Portland Community College

(PCC) through the Future Connect program. But we aim to do more.

While our young people under the age of 18 cannot vote, they can and do have a say in what happens in our community through the Hillsboro 2035 Vision process. A youth representative participated in the interview panel for our recently-hired Police Chief, and several YAC members traveled to Washington, DC, to attend this year's National League of Cities Conference (*read more about this on page 4*).

This summer, the City of Hillsboro will launch a new internship program that will introduce more students to public service. The program will open up future career options and create another direct connection between City of Hillsboro employees and the youth we serve.

The selection process already is underway for the first year of the program. Five students from YAC and five students from PCC Future Connect will serve as interns assisting City Departments such as Planning, Fire, Parks & Recreation, Information Services, Human Resources, and the City Manager's Office. In future years, the program will expand beyond YAC and PCC Future Connect students. Previous City of Hillsboro interns have come from local colleges and universities.



Both nationally and here in Oregon, the youth unemployment rate is more than twice as high as the general unemployment rate. Last year, we asked the Hillsboro Hops to help our youth gain work experience and the team came through for our kids. Local youth filled 71 of the 172 newly-created jobs connected to baseball at Hillsboro Ballpark. In addition, the City hires dozens of youths each year for entry-level lifeguard and cashier positions.

Having a strong connection between elected leaders, City employees and the youngest generation of residents serves several

purposes. This internship program will give our youth an earlier opportunity to explore career choices, learn hands-on, and help their hometown. It also will fill a City need for bright, young interns who creatively solve challenges and make the City of Hillsboro an even better place to live.



Top 5 Driving Myths Debunked

From the Hillsboro Police Department

#5 MYTH... *I don't have to move over for emergency vehicles stopped on the side of the road.*

REALITY: Drivers are legally required to change lanes away from the road shoulder and slow down when approaching an emergency vehicle stopped alongside the road, as long as there is room and it is safe for the driver to move.

#4 MYTH... *I can do a U-turn if an intersection has a traffic light or stop sign.*

REALITY: Unless marked as legal, U-turns are illegal because they can cause an accident.

#3 MYTH... *I can go into a bicycle lane to pass cars on the right to turn right.*


REALITY: You cannot block a bicycle lane or use it to pass cars to turn.

#2 MYTH... *I must wait for pedestrians to get across the road before turning.*

REALITY: Previously, that was true. The law was changed and now, as a driver, you are required to give a pedestrian at least one traffic lane of space between your vehicle and the pedestrian before you turn. It creates a safe buffer zone.

AND THE #1 MYTH... *I can move into the intersection on a flashing yellow arrow and wait for an opening to turn left.*

REALITY: Blocking an intersection is a traffic violation. The left turn flashing arrow was designed to move more traffic and keep intersections from being congested. It should be treated like any other yellow light and you may proceed safely only when it is clear of traffic. Rather than wait in the intersection, stay behind the stop line until it's safe to turn.

Visit the City's newsroom at Hillsboro-Oregon.gov for 5 more driving myths. 



YAC STUDENTS VISIT WASHINGTON, DC

Six Hillsboro Youth Advisory Council (YAC) members recently headed east to see the nation's elected leaders gather for the National League of Cities Conference (NLCC) in Washington, DC.

For the second straight year, YAC members applied to take part in the trip that puts them in touch with local and national leadership. For high school students Rachel Simon, Lorena Colcer, Sokleap Tan, Huitzil Zamudio, Shirley Araiza, and Ali Giza, the experience was life changing.



Accompanied by two chaperones, and at times by Mayor Jerry Willey, the six YAC members participated in youth delegate workshops and attended NLCC sessions featuring guest speakers such as MSNBC newscaster Andrea Mitchell.

Huitzil Zamudio enjoyed a discussion of the impact of guns and violence on our society, while Shirley Araiza fondly remembered sitting in on a House of Representatives voting session; then, afterward, shaking House Minority Leader Nancy Pelosi's hand.

The group spoke with Oregon Senators Ron Wyden and Jeff Merkley, and Representatives Suzanne Bonamici and Earl Blumenauer, asking questions and discussing our future.

Between sightseeing, meeting with politicians, and networking, YAC member Lorena Colcer left feeling "a passion for government and admiration for our elected officials." Ali Giza said, "It was thrilling to be able to experience such rich history."

VOLUNTEER HERO

Tom Brandt: Police, Parks & Recreation Departments

Tell us about your volunteer work:

I help out at Jackson Bottom Wetlands Preserve several times a week, training new volunteers, keeping the bird seed bins full, keeping the remote wildlife camera operating. I also help as a photographer. Most of the work I do for the Hillsboro Police Department is from home: computer work, data entry and creating neighborhood maps for the Code Enforcement team.



How do you feel about volunteering with the City of Hillsboro?

Volunteer work is great. As a younger person, I did very little volunteer work of any kind. What I do now is rewarding and fun, and sometimes challenging. I very much enjoy working with the staff and other volunteers, both at the Police Department and at Jackson Bottom. I feel that I am useful and helpful.

Get involved! Visit Hillsboro-Oregon.gov to find a list of "Volunteer Opportunities."

Dollars & Sense: Safer LED Lights Save Money & Energy

What do Boston, Seattle and Hillsboro have in common? They are among the cities around the country – and the world – making the switch to light-emitting diode (LED) street lights to save money, save energy, and increase safety.

LED lights use 60 to 70 percent less energy than typical high-pressure sodium (HPS) lights on local roads, and they are rated to last 20 years or more – four times longer than HPS lights. These longer-lasting lights reduce the need for repairs, leading to additional savings for Hillsboro.

HPS light bulbs emit less-efficient, orange/yellow light and leave dark spots between poles, LED street lights offer a truer, whiter, more uniform light – greatly improving nighttime visibility and public safety. LED lights have recyclable components and are “dark-sky friendly,” minimizing wasted light, which contributes to the urban-sky glow and reduces our view of the night sky.


As part of the City of Hillsboro’s commitment to the principles of sustainability, the City overhauled its Design and Construction Standards in 2013 to make LED street lights the preferred lighting option for all new capital and developer projects. LED lights are featured at new developments in several locations across the City, on major roads such as Butler Street, and in quiet, residential subdivisions – such as NE Stile Drive in the Orenco Station area.



Before: HPS lights

After: LED lights

Helping in this effort, our partners at Portland General Electric (PGE) have retrofitted more than 1,700 PGE-owned and maintained lights in our area. With an inventory of 7,000 street lights, the City of Hillsboro has taken a targeted approach to retrofitting a few hundred lights at a time where it financially makes the most sense.

This summer, Hillsboro Public Works crews will replace approximately 100 HPS lights with LED light bulbs in several parts of the City. By making the switch, City of Hillsboro employees are saving money, saving energy, increasing safety and improving the quality of life for all Hillsboro residents. 

BULKY WASTE COUPONS AVAILABLE

Between May 5 and May 31, the City of Hillsboro, in partnership with Metro, is offering Hillsboro residents a coupon for \$29 for the Hillsboro Landfill or the Tualatin Valley Waste Recovery Center. All fees in excess of the coupon are your responsibility. Coupons are limited to one per household on a first-come, first-served basis until they expire or the supply runs out. Proof of residency will be required, and residents will not be allowed to pick-up coupons for neighbors, family members or friends. Coupons may be picked up at the Hillsboro Civic Center, 150 E Main St., in the 5th Floor reception area. For more information, please call 503-681-5204. For more details about the items that are accepted at the landfill, please visit: wmnorthwest.com/landfill/hillsboro.htm.



Get your Hillsboro School District news and events...

Hot News is a weekly one-page e-newsletter providing a snapshot of current District and school events and information. At a glance, find out what's happening this week at the schools in your area. To sign-up, email: graserbe@hsd.k12.or.us

And don't forget your District Mobile App...

District and school news and events; staff contact information; sports news, schedules and scores; a tip line; more than 60 language options; and much more! The app is available as a free download from the Apple App Store or Google Play for iOS and Android devices (phones and tablets). An App Help Guide and Tip Line Usage Guidelines are available on our website at www.hsd.k12.or.us and within the app in the Resources module. We'll see YOU online!



Website Wisdom: Stay Connected



Signing up to receive the *Stay Connected* e-newsletter featuring news and events for Hillsboro is easy!

Visit Hillsboro-Oregon.gov, click on the *Stay Connected* icon. Enter your email address and you're done. *Stay Connected* updates will be emailed to you every two weeks. You can also email StayConnected@Hillsboro-Oregon.gov to be added to the list.



Water Parks to Sidewalks: What's Your Idea For Hillsboro?

Nearly 2,000 Hillsboro community members have offered their ideas for Hillsboro's future as part of the Imagine Hillsboro 2035! Campaign, but we are still hoping to hear from you! The wide range of ideas will be incorporated into our City's new community plan, which will update the Hillsboro 2020 Vision and help guide our City over the next 20 years. Community members are envisioning a Hillsboro that has more residents, while remaining family-friendly and adding enhancements. Some of the most popular ideas so far include:

- Expanding family recreational activities (teen centers, a water park, a downtown gym/rock climbing wall)
- Strengthening schools and school-based programs
- Building on strengths of Hillsboro's diverse populations
- Continuing the focus on community safety
- Creating youth mentorship and internship opportunities
- Creating a Hillsboro "destination"
- Increasing small, 'mom and pop' businesses
- Creating unique shopping opportunities
- Emphasizing safe, walkable neighborhoods
- Growing the arts (murals and public art, performance types and venues)
- A large civic feature (plaza, fountain) in east Hillsboro
- Expanding and improving public transportation service

Add your idea for Hillsboro's future by visiting Hillsboro2035.org or text your comment to 971-205-1005 by July 19. Your participation helps grow great things in Hillsboro! 

Council Spotlight: President Aron Carleson

COUNCIL EXPERIENCE: Aron joined the City Council in 2006 by appointment, and later that year was elected, then re-elected in 2010. Aron has served as Council President since 2009. Her term expires in January 2015.

COMMUNITY EXPERIENCE: Aron and her family have lived in Hillsboro since 1994. Both of her sons are graduates of the Hillsboro School District, and Aron has served on many Hillsboro School District committees including the District's strategic planning teams, Citizens Curriculum Advisory Committee, the 2012-13 budget study and advocacy group, and the Budget Committee. Before her appointment to Council, Aron served on the City's Planning and Zoning Hearings Board. In May 2013, Aron received the Chairman's Award from the Hillsboro Chamber of Commerce. She is a member of the Hillsboro Chamber of Commerce's Leadership Advisory Committee.



EDUCATION & WORK EXPERIENCE: Aron has a Bachelor of Arts degree in Speech Communications and Sociology from Linfield College. She is currently the Executive Director of the Hillsboro Schools Foundation. On the City Council, Aron is the Chair of the Transportation Committee. Aron is also a graduate of the Hillsboro Fire Department's CERT program, a program which she recommends everyone complete to prepare our city, businesses and homes for a regional disaster.

WHY SERVE ON THE CITY COUNCIL?

"I first became involved with the City of Hillsboro while looking for partnerships for our schools. That was eight years ago, before my kids started college. Working on one project and committee after another led me to the Planning and Zoning Hearings Board. From there, former Mayor Tom Hughes asked me if I would be willing to fill a vacancy on Council. I love serving our community. From the local level you can see the impact of



a crosswalk, or the jobs created with new businesses. Hillsboro is a great place to raise a family and even be 'empty nesters.'"

FUN FACTS ABOUT ARON

- Named After:** Elvis Aron Presley
- Nickname:** "Auntie"
- Favorite Vacation Spot:** Cannon Beach
- Favorite Outdoor Activity:** Gardening
- Favorite Music:** Pop and big band
- Self-Description:** "Competitive, courteous and inquisitive"

To read the full spotlight on Council President Carleson, please visit the City website, Hillsboro-Oregon.gov.

EVENT CALENDAR

Recurring Monthly Meetings and Events

Tue	5 pm	Hillsboro Tuesday Market (6/10-8/25)
1 st /3 rd Tue	7 pm	City Council
2 nd Tue	5:30 pm	Finance Committee
4 th Tue	6 pm	Transportation Committee
2 nd /4 th Tue	7 am	Parks & Recreation Commission Meetings
1 st /3 rd Wed	6:30 pm	Planning and Zoning Hearings Board
2 nd /4 th Wed	6:30 pm	Planning Commission
3 rd Wed	6 pm	Historic Landmarks Advisory Committee
Thurs	6:30 pm	Thursday Family Art Night, Cultural Arts Center, \$5/ person at the door, 503-615-3485
Daily		Hondo Dog Park, open dawn to dusk
Daily	10 am	Jackson Bottom Wetlands Preserve
Sat	8 am	Saturday Farmers' Market (5/3-10/25)
Sun	10 am	Sunday Farmers' Market at Orenco Station (5/4-10/26)

2014 Great Twitter Race Leaderboard

1330	1300	1275
@CityofTigard	@CityofBeaverton	@CityofHillsboro
1162	1064	822
@WestLinnUpdate	@WashcoOregon	@CityofTualatin

Help Hillsboro win!
Follow @CityofHillsboro on Twitter.
Tell your friends and family!
(Totals as of April 21)

MAY

SUN MON TUES WED THURS FRI SAT







					2	3
					Friends of the Library Book Sale begins, runs through May 11 Oregon Mandolin Orchestra @ the Walters, 7:30 pm, \$15/\$20	Saturday Farmers' Market returns & Civic Center Plaza Fountain turns on HPD Shred It @ Downtown Post Office, 8 am - Noon
4	5				9	10
	Intro to Zentangle (Doodling) @ Main Library, 7 pm				F.I.L.M. Series @ Main Library: <i>Broken</i> , 6 pm	Let's Celebrate Mom! @ Shute Park Library, 2:30 pm Tears of Joy Theater presents <i>Malika, Queen of the Cats</i> @ the Walters, 2 pm
11		13	14	15	16	17
Friends' Book Sale Ends Mother's Day		Open Poetry Night @ the Walters, 7 pm	HACC Workshop: Online Fundraising @ the Walters, 4 pm	Storytelling with Jacque @ Main Library, 6:30 pm	Family Friday Flicks @ Main Library: <i>Walking With Dinosaurs</i> , 6:30 pm	Public Works Day @ Civic Center Plaza, 8 am - 1:30 pm All Comers 5K @ Hillsboro Ballpark, 9 am Mr. Ben & His Band @ Main Library, 3 pm
18	19	20	21	22		24
Parallel Play Writers Group @ Main Library, 2 pm	Conversations with Writers @ Main Library, 7 pm 	Spoken Word: <i>We All Trespass</i> @ the Walters, 7 pm	Budget Committee Meeting @ Civic Center Room 113 B & C, 6 pm	Read to the Dogs @ Main Library, 4:30 pm 		Introduction to Email @ Shute Park Library, 10 am Introduction al Email (en espanol) @ Shute Park Library, 1 pm
25	26		28	29		31
Memorial Day -- HOLIDAY, City offices and Library closed			Evening Book Group @ Main Library: <i>Long Walk to Freedom: The Autobiography of Nelson Mandela</i> , 7 pm	Family Art Night @ the Walters, 6:30 pm (Thursdays)		Superhero Dance Party @ Main Library, 10:15 am

For complete event details please visit Hillsboro-Oregon.gov

Library 503-615-6500 • The Walters Cultural Arts Center 503-615-3485 • Parks & Recreation 503-681-6120
 Tickets for The Walters Cultural Arts Center events at www.brownpapertickets.com

*****ECRWSS*****
POSTAL CUSTOMER

JUNE

SUN	MON	TUES	WED	THURS	FRI	SAT			
1 Summer Reading Kick-off	2 Family Storytime @ Shute Park Library, 6:30 pm (Mondays)	3 Cuentos en español @ Shute Park Library, 6:30 pm (Tuesdays)	4 HPD Mediation Program @ HPD West Precinct, 250 SE 10th Ave, 9:30 am (Register by 6/1)	5 Family Art Night @ the Walters, 6:30 pm (Thursdays)		7 Helvetia Half Marathon @ Hillsboro Ballpark, 8 am LEGO My Library @ Main Library, 2:30 pm			
8 	10 Hillsboro 2020 Town Hall & Tuesday Marketplace returns, 5 - 8:30 pm Open Poetry Night @ the Walters, 7 pm	11 Grupa de Lectura @ Shute Park Library, 6:30 pm	13 	14 Pix on the Plaza, presented by the Hillsboro Water Department: <i>Frozen</i> @ Tom Hughes Civic Center Plaza, 7pm	15 Pix on the Plaza, presented by the Hillsboro Water Department: <i>Monsters University</i> @ Tom Hughes Civic Center Plaza, 7pm	16 Japanese Storytime @ Main Library, 10:30 am Let's Sing with Our Kids @ Main Library, 7 pm			
15 Outpost begins	16 The Wonders of Woodpeckers @ Main Library, 3:30 pm	18 Hillsboro Hops 2014 Home Opener @ Hillsboro Ballpark, 7:05 pm	20 	21 Wise Owls @ Main Library, 11:15 am All Comers 5K @ Orchard Park, 9 am	22 Game Mania! @ Main Library, 4 pm	23 	25 The Charlie Brown Show @ Main Library, 10:15 am Evening Book Group: <i>The Light Between Oceans</i> @ Main Library, 7 pm	27 Pix on the Plaza, presented by the Hillsboro Water Department: <i>Despicable Me 2</i> @ Tom Hughes Civic Center Plaza, 7 pm	28 

For complete event details please visit Hillsboro-Oregon.gov

Library 503-615-6500 • The Walters Cultural Arts Center 503-615-3485 • Parks & Recreation 503-681-6120
Tickets for The Walters Cultural Arts Center events at www.brownpapertickets.com

And Coming in July...

- 3 Hillsboro Hops fireworks
- 11 Pix on the Plaza: *Cloudy with a Chance of Meatballs 2*
- 4 Holiday and Hillsboro 4th of July Parade
- 19 Celebrate Hillsboro
- 10 Showtime at Shute begins
- 24 - 27 Washington County Fair