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To: Honorable Mayor and City Council

From: Planning Director, Mac Corthell

Date: July 14, 2021

Re: Quarterly Community Development Update

Historical Context

In January, 2020, the Molalla Area Community Visioning Plan 2020-2030 was finalized and adopted by the City Council. Development of the plan was made possible by a generous grant from Ford Family Foundation, and the participation of over 1,000 community members and partner organizations. The final plan contains 5 focus areas that are expanded below and has been the basis for Council Goal Setting as well as the economic development initiative. This report provides a status on each area of the plan.

Status Report

The Planning Department has been the lead on Focus Area #3 dealing with economic development, however the section reports below are intended to provide a comprehensive update. If there is additional relevant information, please provide it to Planning so this report can be updated.

Focus Area #1 – A resilient community that passionately recognizes and builds on its history, culture, and location.

<i>Action Identified in the Visioning Plan</i>	<i>Work Toward Achieving Action</i>
Develop an awareness campaign that: <ul style="list-style-type: none"> • celebrates the unique and interesting aspects of the area • builds local pride of place and confidence in the Molalla community identity • increases awareness about managed growth efforts • Highlights community achievements (Share the Love, Running Club Charitable Giving, service organizations efforts on behalf of those in need, etc.) 	-Staff has reviewed multiple digital communications platforms to develop such a campaign. -Staff is taking a proposal to purchase a public engagement platform to the City Council at the 7/14/21 Council Meeting.
Create a live, work and play promotion video for Molalla	-Staff has reviewed a sample video, and held meetings with two individuals who produce videos like this.
Cultivate and continue to build on relationships with heritage partners	-Staff has engaged with the Historical Society and other long-time community members to build relationships.
Inventory local arts, heritage, historical sites, and other cultural assets, and make information available online (such as Dibble House, galleries, Apple Festival, Celebrate Molalla, farmers market, Future Farmers of America)	-None.
Preserve significant buildings and other visible elements of local history	-None.

Build relationships by incentivizing collaborative work projects and be inclusive in planning and decision making	-Many relationships built through over 250 hours of meetings with community members and organizations.
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Focus Area #2 – A welcoming, friendly, and vibrant community with an attractive hometown feel that is safe, hospitable, and inclusive of all residents, businesses, and visitors.

<i>Action Identified in the Visioning Plan</i>	<i>Work Toward Achieving Action</i>
Research aesthetic design and architectural standards to create a plan which promotes development of an appealing and cohesive identity for downtown and throughout the community	-Building a cohesive identity has been the task of the identity and branding team. A prototype has been developed and will be shared with the Council for adoption once through all committees.
Utilize the Transportation Master Plan to improve infrastructure and safety for all modes of travel (pedestrian, vehicles, bicycles, etc.) and identify new opportunities to enhance livability, i.e., Rails to Trails, bike/pedestrian paths, etc.	-Substantial roadway infrastructure improvement occurring presently including approximately 15 ADA ramps, a walking path adjacent to Hwy 211, multiple half street developer improvements, and at least one new traffic signal.
Implement wastewater treatment plant improvements to ensure compliance	-Wastewater treatment plant project is in full-swing with approximately 15% of design completed.
Form a citizen advisory committee to provide input for development of an updated Parks/Greenspace Master Plan <ul style="list-style-type: none"> • Maintain and improve existing parks and recreation areas • Add new community parks or elements to existing parks, i.e., dog park, serenity park, tree park, nature park 	-Council identified as a FY21-22 goal, Staff has identified multiple potential committee members. -Clark park trail improvements and parking lot, Ivor Davies Disk Golf upgrade. -New park added on Molalla Forest Rd., north of Hwy 211.
Map all points of entry to the city and identify landowner contacts to develop a plan to improve gateway, wayfinding and informational signage	-Awarded Travel Oregon grant for placement of wayfinding kiosks, and development of map products. -Staff working to replace and relocate (as needed) Public Parking signs for lot behind City Hall.
Build a new police station	-Property identified, negotiated, and in closing process.
Develop and implement a property reuse/redevelopment/new development strategy for properties along Highway 211 and in downtown	-None.
Ensure that K–12 educational facilities meet community needs	-None.
Improve downtown curb appeal: paint buildings, add vibrant colors with flowers/landscaping, artwork, banners, lighting	-Flowers distributed by Chamber of Commerce.
Improve awareness about free public parking locations in the downtown area	-Staff working to replace and relocate (as needed) Public Parking signs for lots behind City Hall.
Create centrally located information board for community announcements and information	-TO grant received for 4 wayfinding kiosks, at least 1 will be used as Community Bulletin board. -Also working to purchase and develop a digital Community Bulletin board of sorts.
Develop clear, consistent, effective ways of communicating with local people, including those whose first language is not English, as well as visitors • Monthly newsletter • Community calendar • Resource directory • Facebook, Next Door Neighbor (social media) • Molalla Communications reader boards	-Staff has reviewed multiple digital communications platforms to develop such a campaign... a newsletter package is included. -Staff is taking a proposal to purchase a public engagement platform to the City Council at the 7/14/21 Council Meeting.

Enhance City website to add event information and cross promote with Chamber and other entities	-Community Vision webpage developed. -Planning Department webpage overhauled. -In process developing an ED webpage. -Public engagement software is being reviewed.
Develop system for collecting and updating email address list for monthly community newsletter	-Public engagement software being reviewed has this capability.
Promote and utilize “Just Serve” website for connecting volunteers and volunteer opportunities	-None.
Create and deliver area resource guide to new utility bill customers	-None.
Develop and encourage a wide range of events for the entire community • Recreational/parks events • National Night Out • Buckeroo, Celebrate Molalla and other existing events • Drug take-back day (April 27)	-Using digital resources to promote events. -Developing a community events communication process to increase awareness of events.
Create community-building activities, education, and awareness programs that intentionally focus on including all cultures and ethnic groups	-Community Vision and Steering Committee kickoff event advertised and held in bi-lingual fashion. -Developed a Latinx action team to guide this activity.
Add extra safety patrols in Molalla River Corridor	-None.
Hold a contest to create a slogan or theme for Molalla that supports this plan and tells our story	-Branding and Identity Action team working on theme and slogan.
Organize community groups to hold cleanup events for neighborhoods, parks and other community areas	-Connected grocery outlet volunteers to historical society and welcome to Molalla. -Held multiple community cleanup events including the spring clean and ice storm events.
Engage youth in City government and plan implementation committees	-Developed and implemented local government internship. -Working with High School to develop a non-degree seeking internship and speaking opportunities at the H.S. for Department Heads to engage youth.

Focus Area #3 – An economically sound and growing community which is evident in the diversity of businesses, partnerships, education, innovation, and the strong work ethic of its people.

<i>Action Identified in the Visioning Plan</i>	<i>Work Toward Achieving Action</i>
Develop directory of small to large businesses	-Business advocacy action team started this work, Chamber of Commerce will likely need to complete it.
Create an economic development plan that identifies a foundation to grow resources and services for the community, i.e. shopping, entertainment, dining, and generating jobs	-Economic Development plan adopted by City Council on 6/23/21. -4 area action teams and 1 steering committee recruited and working.
Host a conference with local businesses, City of Molalla, and the MRSD Board of Directors on innovation and possible areas for growth in Molalla’s local workforce	-None.
Create a branding and marketing plan to encourage entrepreneurs and attract new businesses	-Branding & Identity proposal complete and going to City Council. -Marketing plan is next steps, engaging Chamber of Commerce to develop a lead for the project.
Form a group to advise and advocate for business development	-Working with Welcome to Molalla and Chamber of Commerce to fill this role.

Strengthen promotion and support of local businesses, craftspeople, artisans, etc. (Made in Molalla)	-Multiple meetings with SBDC, arranging a class for entrepreneurs. -Two new Molalla Businesses featured in Pamplin Media Article. -Multiple Molalla Businesses featured in Mt Hood Territory Itinerary. -Attempting to facilitate development of a local business support group.
Develop a “start a new business” checklist for City website	-Starting or moving a business document posted on City Website.
Create school/community/business initiatives to develop more local internships for students	-Working with Dianna at Molalla School District on their development of a non-degree seeking internship and job shadow program.
Promote career technical education for youth, job development, and continuing education	-Working with Dianna at Molalla School District on their development of a non-degree seeking internship and job shadow program.

Focus Area #4 – A full-service hub of resources.

<i>Action Identified in the Visioning Plan</i>	<i>Work Toward Achieving Action</i>
Inventory existing community services and resources, identify gaps, and develop a digital and printable resource database/guide to be shared through service groups, the library, newspaper, and City website	-None.
Identify regional community needs and the infrastructure required to support them. Study successful models of collaborative efforts that have addressed such needs. Attract missing services to Molalla (Social Security Administration, Oregon Health Authority, health care, expanded bus service, language interpreters) and encourage greater collaboration across non-profits serving families.	-None.

Focus Area #5 – A beautiful and tranquil area where people are deeply connected to its unique natural features.

<i>Action Identified in the Visioning Plan</i>	<i>Work Toward Achieving Action</i>
Develop regional partnerships across public and private groups to promote wise use of natural resources and to celebrate and promote the wild and scenic Molalla River	-None.
Add signage for Molalla River Recreational Area and promote the river corridor	-TO Grant Kiosks and associated QR coding.
Develop places and spaces that promote tranquility	-None.
Organize volunteer events for cleanup and maintenance of natural resources including the Molalla River	-None.
Develop strategies and funding resources to educate Molalla area residents about environmental sustainability through good stewardship and daily actions people can take	-None.