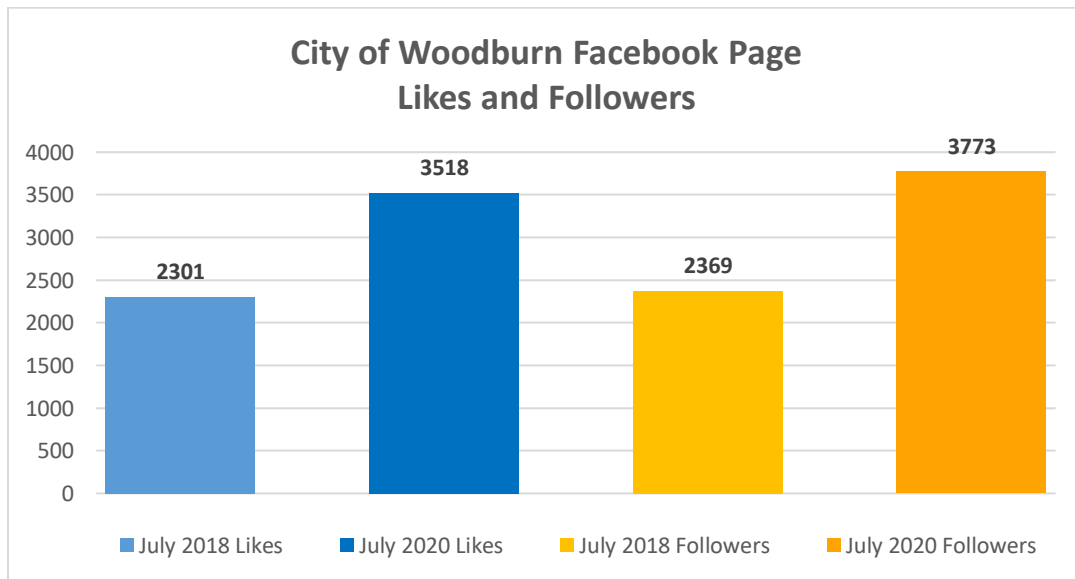
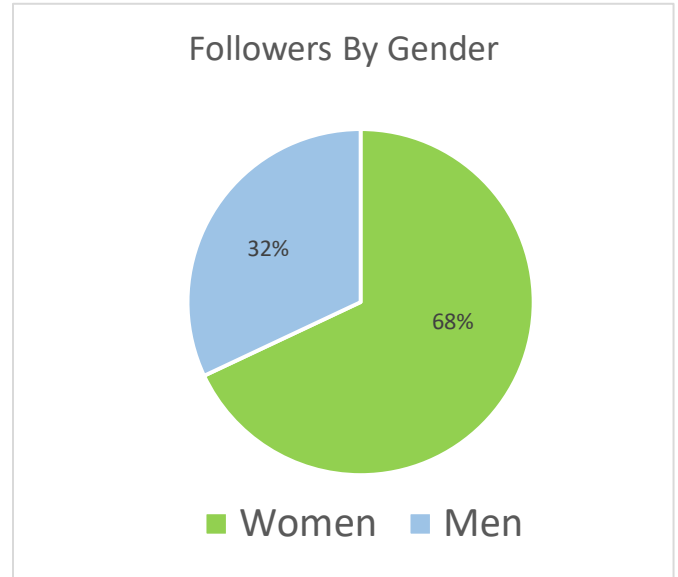


City of Woodburn Social Media Stats

Facebook (July 2018 – 2020)

Followers By Age Range	
13-17	Less than 1%
18-24	11%
25-34	34%
35-44	36%
45-54	14%
55-64	6%
65+	7%



Total likes increase from 2018 to 2020 = +1,217 (53% Increase)

Total follow increase from 2018 to 2020 = +1,404 (60% Increase)

Likes vs Followers – What's the difference?

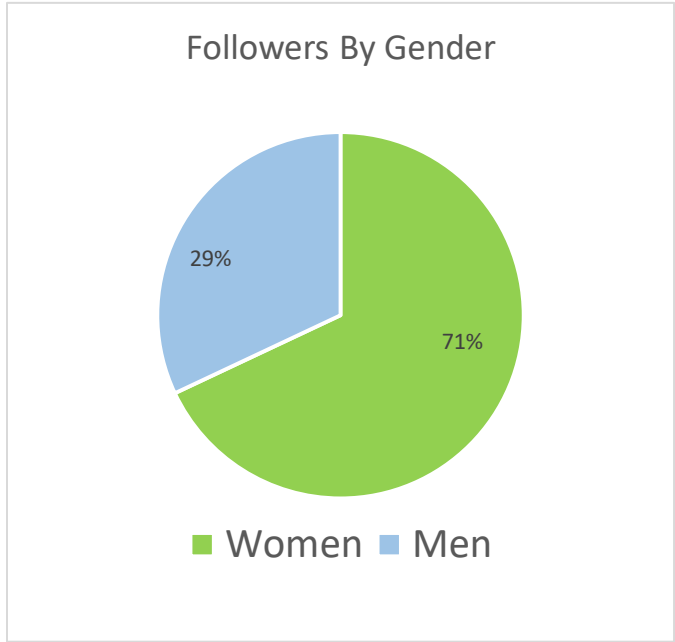
Like: Shows Support for Page – Tells Facebook They Want to Receive Updates Every Time a Post is Published.

Follow: Receives Post Updates, Just Not as Frequently.

Instagram

(City Page Created in 2019)

Followers By Age Range	
13-17	Less than 1%
18-24	4%
25-34	34%
35-44	32%
45-54	16%
55-64	6%
65+	5%



Total Followers – 556
 Average Post Views – 350

Video Stats

	Facebook	Instagram	YouTube
Videos Posted	129	17	89
Average Views	1100	135	200

Top 10 Most Viewed Videos

Title	Views
Mask Up Oregon!	22,400
Woodburn Is Safely Reopening	21,000
Community Forum – English	16,300
Wooden Shoe Tulip Flyover	14,100
Project POOCH	6,000
COVID-19 Mayor’s Message	4,400
Woodburn Behind The Scenes – Sgt. Altabef	4,300
Taste of Woodburn Preview	3,000
Taste of Woodburn 2019	3,000
Community Update from City Administrator, COVID-19	2,600

City of Woodburn Facebook Post Interactions

A Brief Breakdown

One major emission from Facebook is a helpful “Post Interaction” average. However, from monitoring the City’s page for the last two years I can report that the three post types that generate the most public interaction are:

- Informational posts that directly affect a large portion of the community.
 - Recent examples: Chief’s SRO post, COVID-19 Information, City Council Decisions, COVID Shelter, FRC announcement
- Community Service/Event posts.
 - Recent Examples: Free egg giveaway, City Clean-Up, Shop-With-A-Cop, Fiesta 2020 update
- “Feel Good” Stories/Humorous posts.
 - Recent Examples: Scott’s 4th of July Message, WPD does drive-thru birthday parties, Fake Facebook posts by the WPD dogs



Agenda Item

September 28, 2015

TO: Honorable Mayor and City Council
FROM: Scott C. Derickson, City Administrator
SUBJECT: **Global Inclusion Advisory Committee**

RECOMMENDATION:

It is recommended that the City Council take appropriate action on the attached Resolution creating the Global Inclusion Advisory Committee.

BACKGROUND:

During the City Council's March 7, 2015 Goal Setting Session, one of the priority goals identified by the City Council was the creation of a Global Inclusion Advisory Committee (GIAC). Later, the City Council formally adopted this goal during the April 13, 2015 Regular City Council Meeting. Once the goal was established, both the City Council and Budget Committee approved a GIAC budget of \$5,000 effective July 1, 2015 intended to fund an unidentified project, or community effort, once the committee was established and running.

On July 31, the City Council was provided a draft Resolution outlining the establishment, mission and membership of the proposed GIAC in advance of this formal Council consideration. At the time, the City Administrator asked that Councilors review the draft Resolution and provide individual feedback on the Resolution. No Councilor feedback was received.

In terms of membership, the draft Resolution identifies the following:

- ✓ Between one (1) and fifteen (15) community members.
- ✓ Woodburn's Mayor, or the Mayor's designee.
- ✓ One (1) City Councilor.
- ✓ The Woodburn City Administrator, or the City Administrator's designee.

Agenda Item Review: City Administrator City Attorney Finance

- ✓ Woodburn's Chief of Police.
- ✓ The Assistant City Administrator.
- ✓ The Director of Economic Development.
- ✓ Woodburn's Community Relations Officer.

The Council's reasoning and purpose for establishing an advisory committee, as discussed during the March goal setting session, is summarized as being:

- ✓ Woodburn's rich cultural heritage and diverse community has proved that communities and people can flourish when our different experiences, talents and cultures are focused on strengthening our community, building friendships and respecting our heritage.
- ✓ The citizens of Woodburn honor the courage, hard work and values of all people who helped build our community and ensure that Woodburn would be passed to future generations better and stronger than before.
- ✓ As a responsible City government committed to democratic principles and community service, the City of Woodburn seeks to identify, understand and respect the values, perspectives and attitudes of the entire community.
- ✓ Woodburn continuously strives to provide cost efficient, effective and accessible services to the community based on the community's needs and expectations.
- ✓ Woodburn seeks input and recommendations from community members about the quality, effectiveness, efficiency and accessibility of City services. The City uses many different strategies for soliciting public input including the creation of committees.

DISCUSSION:

The City Council specifically discussed opportunities that exist for enhancing Woodburn's outreach, communication and participation levels within our community's diverse demographic. These Council ideas have been incorporated into the GIAC mission, and is identified as the following:

- ✓ Specifically identifying cultural barriers that limit access to City services and/or programs such as law enforcement, youth programs, business development, etc.
- ✓ Identifying “gaps” in programs and/or services needed in our community, making recommendations for addressing those service opportunities.
- ✓ Provide advice on improving access to City services and programs.
- ✓ Increasing the effectiveness of Woodburn’s community outreach efforts.
- ✓ Increasing community participation.
- ✓ Develop recommendations on how to build stronger community connectivity or how to better bring diverse cultures together in an effort to strengthen our community.

FINANCIAL IMPACT:

The FY 2015/16 Budget allocates \$5,000 for a GIAC project.

COUNCIL BILL NO. 2989

RESOLUTION NO. 2067

A RESOLUTION CONCERNING THE CITY OF WOODBURN'S INTEREST IN ESTABLISHING THE GLOBAL INCLUSION ADVISORY COMMITTEE; SPECIFYING GUIDING PRINCIPLES AND; PROVIDING MEMBERSHIP COMPOSITION

WHEREAS, the Woodburn City Council has determined that the establishment of the Global Inclusion Advisory Committee ("the GIAC") will benefit the residents of the community, Woodburn's City government and the City Council; and

WHEREAS, the establishment of the GIAC was identified as a 2015-16 priority goal by the City Council; and

WHEREAS, Woodburn's rich cultural heritage and diverse community has proved that communities and people can flourish when our different experiences, talents and cultures are focused on strengthening our community, building friendships and respecting our heritage; and

WHEREAS, the citizens of Woodburn honor the courage, hard work and values of all people who helped build our community and ensure that Woodburn would be passed to future generations better and stronger than before; and

WHEREAS, as a responsible City government committed to democratic principles and community service, the City of Woodburn seeks to identify, understand and respect the values, perspectives and attitudes of the entire community; and

WHEREAS, Woodburn continuously strives to provide cost efficient, effective and accessible services to the community based on the community's needs and expectations; and

WHEREAS, Woodburn seeks input and recommendations from community members about the quality, effectiveness, efficiency and accessibility of City services. The City uses many different strategies for soliciting public input including the creation of committees; and

WHEREAS, the Woodburn City Charter provides the Mayor with the ability to appoint volunteer committee and commissioner positions with the consent of the City Council; and

WHEREAS, the Woodburn City Charter further provides that the City Administrator is the administrative head of the City responsible for overseeing the day to day operations of the City departments, services, programs and community outreach efforts and takes advice from various committees and groups; **NOW, THEREFORE**,

THE CITY OF WOODBURN RESOLVES AS FOLLOWS:

Section 1. Establishment. The GIAC is hereby established to assist the City Council and City Administrator in an advisory capacity as provided herein.

Section 2. Guiding Principles. The following principles will guide the GIAC in its efforts to assist the City Council and the City Administrator:

- A. Improve understandings of Woodburn's diverse cultural values, expectations, needs and demographics of those living in our community;
- B. Specifically identifying cultural barriers that limit access to City services and/or programs such as law enforcement, youth programs, business development, etc.;
- C. Identifying "gaps" in programs and/or services needed in our community, making recommendations for addressing those service opportunities;
- D. Provide advice on improving access to City services and programs;
- E. Increasing the effectiveness of Woodburn's community outreach efforts;
- F. Increasing community participation;
- G. Develop recommendations on how to build stronger community connectivity or how to better bring diverse cultures together in an effort to strengthen our community; and
- H. Other topics as requested by the City Administrator;
- I. From time to time, and as requested by the City Administrator, the GIAC will provide a written memorandum describing the GIAC's recommendations, suggestions and ideas related to fulfilling their role.

Section 3. Authority. The GIAC is an advisory committee and shall have no authority over the City's day-to-day operations, adoption or implementation of City policies, programs, departments, staff, budgets or the City Administrator's Office. Recommendations, suggestions or ideas of the GIAC shall be strictly advisory and non-binding.

Section 4. Representation. Neither the GIAC, nor individual appointed members of the GIAC, are authorized to represent the City of Woodburn in any official capacity without obtaining the written permission of the City Council or the City Administrator.

Section 5. Appointments. Members of the GIAC shall be appointed by the Mayor, with the consent of the City Council, for a term of one year unless otherwise extended or shortened by the Mayor, City Council or City Administrator. Members interested in serving on the GIAC shall submit a completed *Application for Commission/Committee/Board Member Form* to the City Administrator's Office.

Section 6. Membership. The GIAC will consist of:

- A. Between one (1) and fifteen (15) community members, including the following;
- B. Woodburn's Mayor, or the Mayor's designee;
- C. One (1) City Councilor;
- D. The Woodburn City Administrator, or the City Administrator's designee;
- E. Woodburn's Chief of Police;
- F. The Assistant City Administrator;
- G. The Director of Economic Development; and
- H. Woodburn's Community Relations Officer.

Section 7. Chair. The Mayor will appoint the GIAC's Chair for a duration deemed appropriate. The Chair will preside over meetings, facilitate discussion and assist in formulating recommendations to the City Council or the City Administrator. City employees are not eligible to serve as Chair.

Section 8. Sub-Committees. Subcommittees focused on specific topics and/or issues may be formed at the direction of the GIAC's Chair or the City Administrator.

Section 9. Meeting Notices, Agendas & Minutes. The City Administrator through the City Recorder is responsible for developing and providing meeting notices, agendas and meeting minutes.

Section 10. Meeting Schedule. Meetings may be scheduled monthly, or as otherwise deemed appropriate by the GIAC's Chair or City Administrator at a time and date deemed appropriate by the GIAC. Meeting locations will be determined by the City Administrator's Office.

Section 11. Quorum. Because the GIAC is advisory in nature, no quorum shall be required for the GIAC to meet, discuss or provide advice or recommendations to the City Council or the City Administrator.

Approved as to form:  9/23/2015
City Attorney Date


Approved: 
Kathryn Figley, Mayor

Passed by the Council September 28, 2015

Submitted to the Mayor September 30, 2015

Approved by the Mayor September 30, 2015

Filed in the Office of the Recorder October 5, 2015

ATTEST: 
Heather Pierson, City Recorder
City of Woodburn, Oregon