



The Best of Oregon

CITY of BEAVERTON

NEWS RELEASE

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BEAVERTON COMMUNITY VISION HONORED WITH 'AWARD OF EXCELLENCE'

- Linking community priorities with civic action earns Beaverton praise -

BEAVERTON, Ore. – The City's Beaverton Community Vision program was recently named a finalist for a national award from the City-County Communications and Marketing Association (3CMA). The City was honored with the third place 'Award of Excellence' for how it engaged with community members, conquered communication barriers, and translated materials into multiple languages.

"Earning national recognition for our community vision is incredible," said Mayor Denny Doyle. "It shows we have a solid community-owned plan in place, and we have developed the right tools to deliver on our community priorities."

Doyle attributes the success to the City's dedicated volunteers, solid partnerships and committed City Council.

Mark Fagin, Visioning Advisory Committee Chair, agrees.

"I really credit our city leadership with supporting the community vision program and being so committed to moving this forward," said Fagin.

Less than a year following its adoption, the Beaverton Community Vision has already given rise to a number of success stories, including the City's adoption of the Beaverton Civic Plan, the development of a proposed Urban Renewal Plan, a new Downtown Association, and an International Festival.

In addition, the program was recently honored as the 2011 Public Involvement Project of the Year by the International Association of Public Participation – Cascade Chapter.

ABOUT THE BEAVERTON COMMUNITY VISION

Beaverton Community Vision is the product of the most extensive public engagement process ever undertaken in Beaverton, Oregon. It transformed how citizens engage with City Hall and expanded opportunities for people to interact with one another. More than 5,000 citizens shared their aspirations for the future in six languages through events, surveys, forums and other venues. Today, more than 100 community priorities comprise the

plan, which 60 community organizations are helping to implement. The project has been led by a dedicated group of civic volunteers from the City's Visioning Advisory Committee.

ABOUT CITY-COUNTY COMMUNICATIONS MARKETING ASSOCIATION (3CMA)

3CMA recognizes the very best in strategic communications. During its 23 year history, 3CMA has had more than 10,000 entries, which in many cases became the benchmarks for all local government communication efforts. The awards competition recognizes outstanding local government achievements in citizen-government relationships. The awards showcase skilled and effective city, county, agency or district professionals that have creatively planned and carried out successful innovations in communications.

ABOUT BEAVERTON

Beaverton was one of just four cities of its size recently recognized as a "**Smarter City**" **energy leader by the Natural Resources Defense Council** and **one of the 100 Best Places to Live in America** by *Money* magazine. In addition, Beaverton has been named **one of the safest cities in the Pacific Northwest** for three consecutive years, as one of the **best places to raise kids** by *BusinessWeek* magazine, an **All-America City finalist**, **one of the 100 Best Walking Cities in America** by *Prevention* magazine, the **Recycler of the Year** from the Association of Oregon Recyclers, a **Tree City USA** by the Arbor Day Foundation, a **Bronze Award Bicycle Friendly Community** designation by the League of American Bicyclists and as one of the Environmental Protection Agency's **Green Power Communities**. Beaverton also enjoys one of the most diverse populations among Oregon cities. For more information, please visit www.beavertonoregon.gov.

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