

WOODBURN

HEALTHY - ACTIVE - COMMUNITY



COMMUNITY SERVICES DEPARTMENT

ANNUAL REPORT

2023

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WELCOME

The Woodburn Community Services Department provides a wide range of offerings to a growing multicultural community. It includes services such as Aquatics, Parks Maintenance, Community Relations, the Library, Woodburn Transit Services, Community Events and Recreation Programs. This department oversees all of the development, management, programming and maintenance of parks, facilities and natural open spaces in Woodburn as well as provides community resources and programming for all ages. The Community Services Department also oversees the newly reopened Woodburn Museum and Bungalow Theatre. As always, our focus is to provide **healthy** ways for the people of Woodburn to stay **active** and connected to our **community**.



WOODBURN COMMUNITY SERVICES

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MAYOR & CITY COUNCIL

Frank Lonergan - Mayor
Debbie Cabrales - Ward I
Mark Wilk - Ward II
Robert Carney - Ward III
Sharon Schaub - Ward IV
Mary Beth Cornwell - Ward V
Eric Morris - Ward VI

PARKS BOARD

Ricardo Rodriguez - Position I
Isabella Baldisseri - Position II
(Student Member)
Kasi Pankey - Member III
Christian Falcon - Member IV
Richard Irish - Member V
Justin May - Member VI
David Piper - Member VII
(Board Chair)

LIBRARY BOARD

Katrina Lujan - Position I
Bethany Weathersby - Position II
Jacquelyn Keith - Position III
Judy Marquez - Position IV
Marilyn McCully - Position V
Desiree Winz - Position VI

COMMUNITY EVENTS

SEASONAL EVENTS

The City of Woodburn hosts a variety of annual events that vary in size and scope. These include our community's state recognized Fiesta Mexicana, as well as annual events such as our Egg Hunt, Taste of Woodburn, Fourth of July Celebration, Music in the Park Series, Hispanic Heritage Month Celebration, Community Clean-up Day, Trunk-or-Treat and our Tree Lighting Ceremony to close out each year. No matter the season there is something to be enjoyed by families and community members.



A RECORD YEAR

Fiesta Mexicana broke record attendance numbers in 2023 with **27,107** visitors.

This year also included the return of the Soccer Tournament as well as the newly added Pickleball Tournament hosted by our partners at the YMCA.

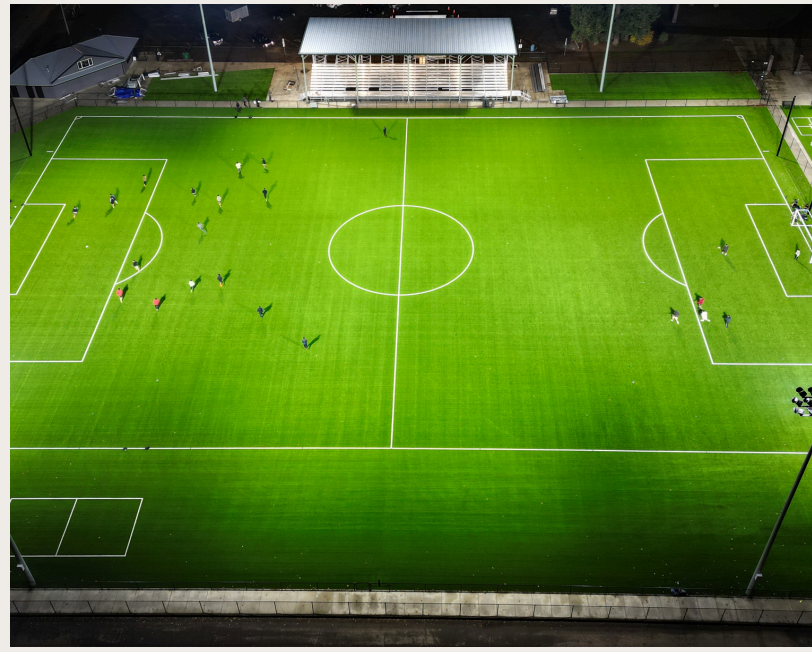
HOW MANY PEOPLE ATTEND THESE EVENTS OVERALL?

The City of Woodburn sees a wide range of attendance at events ranging from **500** people at the Tree Lighting Ceremony in December to about **5,000** people at the Fourth of July Celebration. Across the year the City hosted and/or partnered in **17 community** events. These events not only draw local attendance but also statewide with a total event attendance of **45,907** in 2023

PARKS

WOODBURN PARKS

Woodburn has over **124 acres** of park lands including developed parks, trails and nature spaces that is maintained by the Park Maintenance Department. These **19 parks** range in size, and overall include amenities such as 3 full size soccer fields, 4 baseball fields, 3 full size basketball courts, 2 half size basketball courts, 2 tennis courts, 8 park shelters, 6 park restrooms, the Mill Creek Green Way walking trail, 9 playgrounds, splashpad and 2 dog parks.



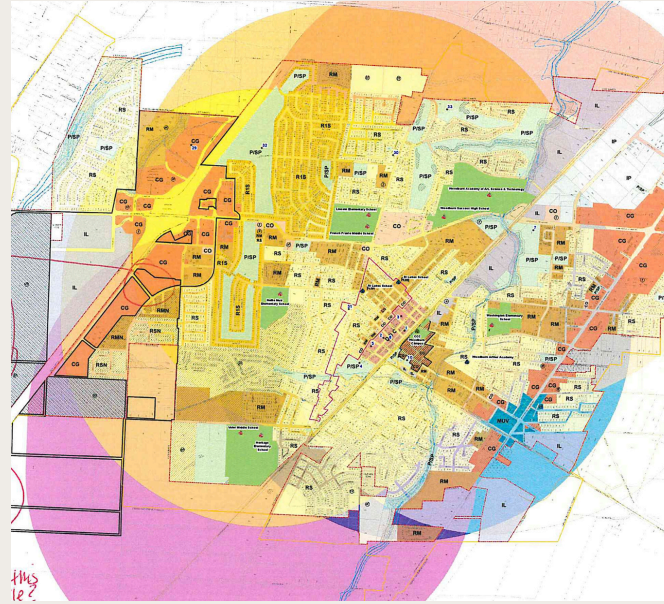
LEGION PARK IMPROVEMENTS

In 2023 the completion of the Legion Park project brought a much needed improvement to the Woodburn Community. Breaking ground in 2022, Legion Park received a top notch artificial turf soccer facility, a new covered stadium, and LED field lighting. In addition to these upgrades, 4 pickle ball courts, 1 basketball and 1 futsal court were added to the park. The last addition was the state of the art interactive play features as well as improvements to the concession stand and repaving of the parking lot.

O UTDOOR SPACES

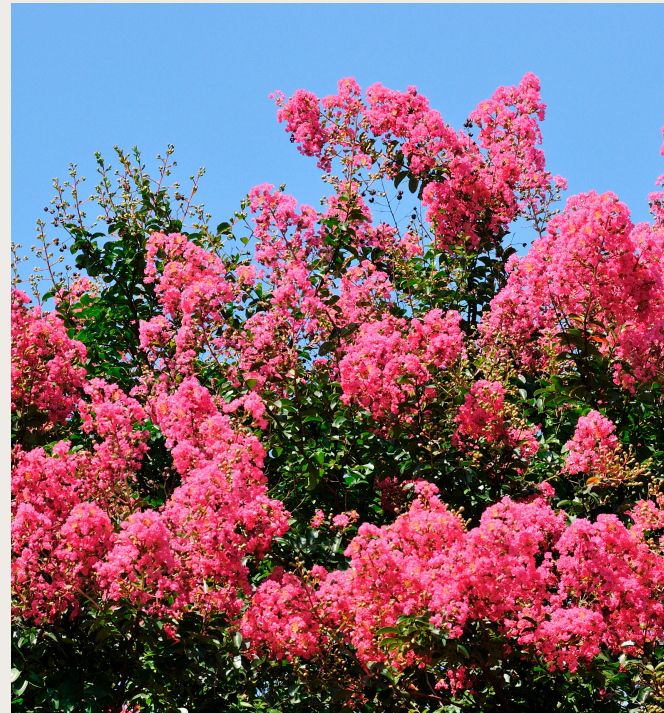
COMMUNITY PATHWAYS GRANT

A big step towards trail expansion will soon be possible because of the awarded Community Pathways Grant. This grant will allow an approximately 1.3 miles of multi-use trails to further expand the Mill Creek Greenway Trail in Woodburn. The award of \$1,733,915.38 will help complete 5 segments of trails to extend or fill gaps along Wyffels Park, Evergreen, Settlemier Park, Hermanson Pond and Woodburn High School creating safer connectivity across the City of Woodburn.



TREE GIVEAWAY PROGRAM

Applications open in November each year for Woodburn's Urban Forestry Tree Giveaway Program and continue through April of the following year. In the 2022-2023 program cycle, the City offered trees that varied in size and included the Vine Maple, Dynamite Crape Myrtle, Pink Velour Crape Myrtle, Cherry Flowering Kwanzan and the Red Sunset Maple. The most popular tree was the Pink Velour Crape Myrtle. This program cycle also saw a high number of applications compared to recent years with **82 applications** overall. Out of these, so far 56 have been redeemed at Al's Garden Center, who help make this program possible.



YOUTH PROGRAMS

YOUTH SPORTS

Our partnerships with the YMCA of Marion and Polk Counties, Woodburn Futbol Club and Woodburn Youth Ball have allowed the community to participate in healthy and active programs throughout the year. In 2023 we saw **620 youth** in YMCA sports which include basketball, volleyball, flag football and t-ball. The WFC saw **190 participants** in their recreational soccer programs and Woodburn Youth Ball saw **91** during spring baseball.

TEEN CENTER

The Boys & Girls Club operate out of Woodburn's Teen Center located in Settlemier Park. In 2023 program opportunities for club members included taking a tour of the Library to learn about services there as well as opportunities to serve on the Teen Advisory Committee, as well as the launch of Leading Ladies, a program that creates a safe space for conversations around identity, societal pressures and norms, etc. The Boys & Girls Club also took some fun trips throughout the year which included art workshops, white water rafting, and college tour opportunities. The average daily attendance for 2023 was about **13 members per day** and the annual attendance was **1,079 overall**.



POP-UP IN THE PARK PROGRAMMING

Woodburn Recreation & Parks "Pop-up" programs take place seasonally at Legion and Centennial Parks. In conjunction with the Woodburn School District's Spring Break and Summer Lunch Program, WRPD provides additional activities such as crafts and games for children and families to enjoy. In the summer of 2023 we connected with about **300 youth** through this program. The Spring Break Lunch Program served about **750 meals** across all 4 locations.

A DULT PROGRAMS

ADULT R.E.C. TRIPS

Woodburn Recreation and Parks takes pride in providing interactive and educational adult trips to the community. Adult R.E.C. Trips in 2023 included visiting places all the way from Oregon City to Tillamook. In Oregon City participants toured the Musuem of Oregon Territory as well as a couple of histoic houses in celebration of Oregon's birthday on February 14th. At the Tillamook Cheese Factory they were taken through the cheese making process by a wonderful tour guide before enjoying a cheese tasting, lunch and of course, ice cream. In 2023 we saw **21 people** participate in our Adult Trips.



NEW FIELD, NEW PROGRAMS

With the completion of the turf field at Legion Park came the opportunity for new programs. Our partners with the Woodburn Futbol Club started Friday Night Lights, a drop-in soccer program for adults to enjoy organized play. This program was very popular with participation numbers averaging about **40 players** each Friday.

COMMUNITY RELATIONS

RENTAL/MORTGAGE/UTILITY ASSISTANCE

In March of 2023, a program was launched in partnership with DevNW to support Woodburn residents with rental/mortgage assistance as well as utility assistance. DevNW's mission is to support communities in the Northwest with focuses on finance support, eviction prevention, homeownership, neighborhood revitalization and much more. Through this rental/mortgage/utility assistance program in Woodburn, **\$373,662** funds were distributed serving a total of **93 households** within the community.

Breakdown of Total Assistance Granted:

Mortgage Assistance: **\$198,388**

Rent Assistance: **\$148,804**

Utility Assistance: **\$26,470**

(PGE: \$23,470 | NW Natural: \$3,146)

APPLICATIONS

180 Unique Applications (some applicants applied for multiple categories such as rent and utility)

152 Approved Applications

28 Denied Applicants (Denied applications were due to incomplete applications, landlord refusal to participate, applicants received funding from a different organization and no longer needed the funds, etc.)

RADIO PODER

The City of Woodburn and Marion County co-host a Spanish radio show called Hora 11 on Radio Poder 98.3 FM. This program is conversation based and invites guest speakers to share about resources, services, upcoming events, and more, on a bi-monthly schedule throughout the year.

In 2023, the program produced 24 programs and hosted over 35 guest speakers who shared about various topics, including, but not limited to:

- Health, Nutrition, Safety
- Alzheimer's, Cancer, Cardiovascular diseases, Diabetes, Expecting/New Moms, Men's Health, Mental Health, Women's Health, etc.
- Abuse Prevention, Alcohol, Child Abuse Prevention, Domestic Violence, Gambling, etc.
- Education for youth and adults
- Financial Assistance for Mortgage/Utility/Rental
- Services and programs for migrant and immigrant communities

T TOBACCO PREVENTION

PREVENTION PROGRAMS

In February of 2023 the Community Services Department received two grants through Marion County's Tobacco Education and Prevention Department to run two tobacco prevention programs:

Tobacco Prevention Community Assessment – allowed city staff to conduct 8 open-ended individual interviews and 3 focus groups (for a total of 33 participants), to learn about the community's knowledge and beliefs about tobacco products and use. Upon completion, City and County staff scored interviews and compiled a Community Readiness Assessment Report that can be found on Marion County's Website. Scan the QR code to take a look!



Tobacco Prevention Project – consisted of educational workshops for both adults and youth, two marketing campaigns: Smoke Safety & Tobacco Prevention, as well as various youth focused activities. Below is a breakdown of projects completed within this grant.

Educational Workshop Series:

Health Risks of Tobacco Use, Community Resources, Food Insecurity, and Promoting a Smoke Free Environment (Business and Employee Rights)

Youth Focused Activities:

Art Contest – Students in grades k-12 participated in a tobacco prevention art contest where they entered a design on what tobacco prevention means to them.
Coloring Books - Designed and distributed 2,000 tobacco prevention coloring books. that covered topics such as what tobacco looks like, health risks, peer pressure, etc.

Marketing Materials:

The City of Woodburn will be distributing items such as water bottles, foldaway grocery bags, and first aid kits with the Oregon Tobacco Quitline information printed on them in both English and Spanish. A total of 3,600 items will be given away at community events.



Smoke Safety Campaign:

Partnered with Do it Best, the Woodburn Fire District, CERT Team, and LISTOS to distribute smoke safety information, 217 smoke detectors and 217 carbon monoxide detectors.

T RANSIT SYSTEM

WOODBURN TRANSIT CENTER

Woodburn's Transit Center serves the community Monday-Friday 8:00am-6:30pm, Saturdays 9:00am-5:00pm, and Sundays 9:00am-3:00pm. Over the last year, the Transit Center completed a Transit Development Plan which included a community needs assesment to help with future planning. Other highlights of the year include a new commuter route that began in September 2022, linking Woodburn, via Keizer to Wilsonville, the addition of two full-time drivers for the Fixed and Express routes, and the purchase of a new 32 passenger bus and one minivan.



MILES MATTER

Miles:

Express / Fixed Miles Driven: **82,246**

Dial-A-Ride Miles Driven: **28,072**

Total Miles Driven: **110,318**

Rides:

Express / Fixed Route: **36,174**

Dial-A-Ride Route: **8,373**

Total Rides: **44,547**

WOODBURN AND BEYOND

Another highlight of the year was the new Greyhound stop in Woodburn at the Woodburn Memorial Transit Center allowing easier transportation in and out of the area.

AQUATICS

WOODBURN AQUATIC CENTER

The Woodburn Aquatic Center is open seven days a week and provides a place for lap swimming and water exercise, competitive events, learn to swim classes, therapeutic recreation, and family open recreation. In addition, “land” fitness classes are offered and there is a workout room with treadmills, elliptical machines, exercise bikes and weights. With over **40,000 user visits** last year, the Aquatic Center reached many families in the Woodburn community. Of those visits, approximately 40% of those were youth.



PROGRAMS IN & OUT OF THE WATER

Swimming Instruction- youth and adult classes teaching water safety and swimming skills for people of all ages

Therapeutic Recreation- barriers are removed at all open swims for people needing assistance in fitness or recreation activities

Swim Team- competitive program and local high school competitive swim teams

Water Fitness- aerobic activity in shallow water six days a week

Zumba- Latin-inspired dance-based aerobics class in both the dance room and the water

Yoga- relaxation and increased flexibility through stretching and balance techniques

Resistance Training- aerobic and strength training in the work out room

Pilates- total body conditioning class that combines strength training and flexibility exercises

MAKING A SPLASH

The Aquatic Center has a robust senior fitness program with **350 people** enrolled in one of the “Silver” Medicare reimbursement programs. These programs provide low cost or free fitness programs.

Outreach to people who lack the financial means to participate in programs includes a scholarship program and our \$5 swimming lesson program in the spring. This year **75 youth** participated in low or no cost swimming lessons.

MUSEUM & THEATER

A GRAND ENTRANCE

Building off of the amazing work and dedication of the Woodburn Berry Museum founders of 1986, and followed by the Friends of the Bungalow Theatre, the City was able to complete a multiyear improvement project. Exterior improvements included seismic updating, reroof, new skylight, façade remodels and tuckpointing of the historical brick store front. Interior improvements included new and refinished flooring, new museum exhibits, instillation of two ADA restrooms and all new theatre AV and seating. This all culminated in January of 2023 with the Grand Re-Opening of the Woodburn Museum and Bungalow Theater.



WOODBURN MUSEUM

The Woodburn Museum is open Thursday-Saturday from 1-4pm. Throughout 2023 it saw **286 visitors** overall. The space was also used for some of the Library's programming such as their Manga Monday group for teens and was used by the community as a gathering space for meetings and groups.

EVENTS

Events continued well past the grand re-opening of the theater. **23 events** took place throughout the year with a total attendance of **584 people**. This included plays put on by the Woodburn High School, open mic nights, and more.

RENTALS

Another component of the Woodburn Museum and Theater is to encourage the community to rent the space for their own gatherings. In 2023, we saw our first **8 rentals**. One of those included our partners at the Boys & Girls Club renting the space for a Club Member movie night where they enjoyed a movie and popcorn.



PUBLIC LIBRARY

YEAR IN REVIEW

Total Circulation - **144,495**

Library Visitors - **75,262**

Programs Offered - **269**

Program Attendance - **5,993**

Public Computer Hours - **5,616**

MORE THAN BOOKS

The Woodburn Public Library isn't just a spot to check out books but also provides programs for all ages. In 2023 the programs offered almost doubled from the previous year with **269 programs** in total. Afterschool Adventures and Saturday Crafts brought opportunities for youth to get creative, Manga Mondays saw popularity among teens interested in Manga and Anime, and free ESL classes provided the community with opportunities to work on their English language skills.

LOOK OUT FOR THE BOOKMOBILE

In June 2023, the Bookmobile began servicing the Woodburn area making stops throughout the City and into surrounding areas such as Hubbard and Gervais. A big goal of the Bookmobile is to reach areas of the community that may not be able to make it into the Library. Some of its first visits included stops at local assisted living facilities.



SUMMER READING

2023 brought another year of the Summer Reading Program. **1,263 children, 210 teens and 82 adults** participated in the program making a total of **1,555 readers**. This program engages all ages but sees popularity with youth and teens as it encourages them to continue reading in the summer months outside of school. Each summer the program kicks off with a summer reading party at Library Park which brings fun activities for families. The program's game cards allow participants to earn prizes as they complete summer reading hours and work towards the grand prize of the year's summer reading t-shirt.



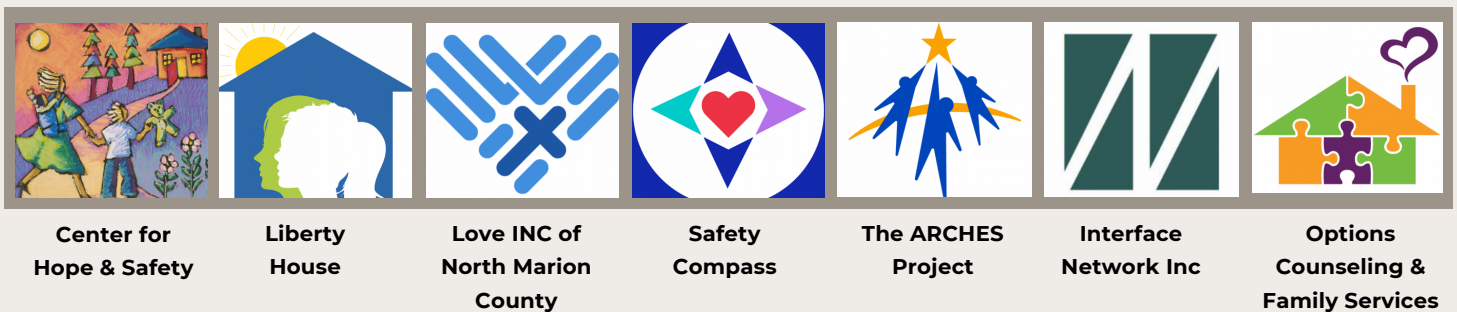
FAMILY RESOURCE CENTER

WOODBURN'S FAMILY RESOURCE CENTER

The Woodburn Family Resource Center (FRC) is a unified, one-stop resources hub where individuals and families can access services that include:

- Child Advocacy and Abuse Prevention
- Domestic violence
- Counseling
- Houselessness
- Senior and Migrant Worker
- Mental Health
- and other resources and referrals

This community resource was created from a goal of City leadership to provide unified services to North Marion County. This goal became a reality by securing \$1.5 million dollars of Community Development Block Grant (CDBG) funds to purchase and modify the building. In 2023, **1,522 clients** were served out of the FRC.



WORKSHOPS

In addition to the services provided at the Family Resource Center, the Community Services Department staff hosted its second annual North Marion County Resource Symposium. This workshop was created to provide a space for community service partners to present on the services they provide as well as network to create stronger connectivity for social services as well as prevent duplication of services. This year's event hosted **6 presenting organizations** and **29 attendees**.

