

**CITY OF SILVERTON
2017 – 2018 CITY COUNCIL GOALS**



Mission Statement

To provide exceptional public service that ensures safety, maintains infrastructure, preserves our unique heritage, and protects natural resources while proactively pursuing emerging opportunities to enhance our quality of life.

Vision Statement – Vision for Silverton in 2035

We envision a Silverton that honors its history, traditions and heritage, embraces diversity, encouraging thoughtful change while celebrating our past, present and future. Our future Silverton is a connected community with broad citizen engagement, a clear vision for the future, and a detailed plan of action to achieve it. We envision a Silverton with a strong economy and viable, locally owned businesses, carefully balancing economic growth with our continued small-town livability, quality of life and affordability. Our Silverton is guided by a comprehensive plan for our future growth, with strong leadership, meaningful public involvement, informed decisions, and agreement on our community’s key directions. We envision a Silverton that meets the basic needs of all of its residents, including quality jobs, affordable housing, accessible health care, and community safety. Education in our Silverton is a top priority for the entire community, providing our students with the best start in life, driving our community’s progress, and shaping its future.

Goal 1: Develop a 10-year Strategic Plan

	Objective	Time Frame	Progress to Date/Comments 1st Quarter (July 1-Sept. 30) 2nd Quarter (Oct. 1 – Dec. 31)
1.1	Develop a 10-year Strategic Plan that encompasses the following elements: mission, vision, organizational values, significant issues and challenges facing the organization, goals and objectives, and actions and/or strategies. (Note: This goal is important to the City Council, but not time urgent. Council wants to minimize the cost of completion of the strategic plan.)	FY 2017-18 if time allows	<ul style="list-style-type: none"> • City Manager has discussed the possibility of having MWVCOG complete the Strategic Plan on behalf of the City. • If accomplished this fiscal year, the work will likely take place in June.

Goal 2: Improve and Expand Public Outreach, Communication and Participation

	Objective	Time Frame	Progress to Date/Comments 1st Quarter (July 1-Sept. 30) 2nd Quarter (Oct. 1 – Dec. 31)
2.1	Provide regular updates from the Mayor including city newsletter articles, State of City message, weekly coffee with the Mayor, Chamber business meetings, etc.	FY 2017-18	<ul style="list-style-type: none"> • Mayor completes quarterly newsletter in Our Town publication. • Mayor regularly posts updates following City Council meetings. • City Manager attends weekly Downtown Business meeting to communicate City activities. • Councilor Plummer attended Downtown Business Meeting. • Mayor presented to Mid-Willamette Valley Realtors. • Councilor Smith attended Downtown Business Meeting • 12/18/17 Mayor & Council hosted a Town Hall where Mayor delivered State of City message • Mayor provides article in quarterly Our Town
2.2	Quarterly city newsletter	FY 2017-18	<ul style="list-style-type: none"> • Completed articles for July publication of Our Town. • Fall and Winter newsletter published & distributed to Silverton residents.
2.3	Quarterly community partners meetings to discuss issues of mutual concern	FY 2017-18	<ul style="list-style-type: none"> • City Manager, Police Chief, and Community Development Director attended quarterly city, county and schools breakfast in July • City Manager attends quarterly meeting with Senior Center leadership. • City Staff and City Manager attend Emergency Management Meetings at Fire District.

			<ul style="list-style-type: none"> • Councilor Smith, City Manager, and Police Chief attended quarterly city, county and schools breakfast in October.
2.4	Update city website and provide an increased social media presence	FY 2017-18	<ul style="list-style-type: none"> • Website has been updated with Council Goals, monthly calendar, and latest news. • Departments now post directly to social media sites allowing for quicker postings. • City staff is increasing presence on City website and social media.
2.5	Provide presentations to service clubs, civic groups and partners	FY 2017-18	<ul style="list-style-type: none"> • Mayor spoke at Kiwanis Club in September • City Manager gave presentations to Kiwanis Club, Silverton-Mt Angel Women's Connection, and Hospital Auxiliary. • Mayor, City Manager and Police Chief presented at Apple Tree Program. • Community Development Director and Administrative Services Director have presented to Downtown Association. • Mayor spoke to Mid-Willamette Valley Realtors • Mayor spoke at Rotary Peace Pole dedication. • Public Works Director presented to various Community Groups. • Administrative Services Director presented Map Your Neighborhood presentations to community groups.
2.6	Reconvene Citizen Involvement Committee to gauge interest and make a recommendation regarding the formation of neighborhood associations	FY 2017-18	<ul style="list-style-type: none"> • Tentative schedule to begin in January 2018.
2.7	Hold at least one Town Hall Meeting	FY 2017-18	<ul style="list-style-type: none"> • First Town Hall meeting held on Monday, December 18, 2017.
2.8	Explore opportunity to include camera on the City's website	FY 2017-18	<ul style="list-style-type: none"> • Located cameras at Community Center. Reviewing options to implement weather cam.

			• Exploring option with ODOT.
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Goal 3 – Maintain and Improve Infrastructure and Facilities for Current and Future Citizens in an Efficient Manner.

(Note: “Efficient manner” includes correct construction sequencing)

	Objective	Time Frame	Progress to Date/Comments 1 st Quarter (July 1-Sept. 30) 2 nd Quarter (Oct. 1 – Dec. 31)
3.1	Continue planning for and build new Police Station within five (5) years, with plans to incorporate City Hall within ten (10) years.	FY 2017-18	<ul style="list-style-type: none"> • Offer submitted on Eugene Field property. City is in due diligence period. • City has finalized the purchase of the property.
3.2	Finalize the updated Transportation Master Plan and begin implementation	FY 2017-18	<ul style="list-style-type: none"> • DKS has provided the Solutions Memo which will be reviewed by the Advisory Committee in January with an Open House to be held in February.
3.3	Perform SDC analysis and rate studies as appropriate	FY 2017-18	<ul style="list-style-type: none"> • Staff will begin working on an RFQ for this work in early 2018.
3.4	Identify funding strategy and implement island infill infrastructure to provide connectivity (sidewalks, bike paths, street lights and stormwater)	FY 2017-18	
3.5	Complete Old Mill Park improvements	FY 2017-18	<ul style="list-style-type: none"> • Silver Creek Overlook design is nearing completion and bid documents will be ready in early 2018.
3.6	Update street signage in compliance with MUTCD requirements	FY 2017-18 & FY 2018-19	<ul style="list-style-type: none"> • Staff is implementing these MUTCD changes in their sign change out program.
3.7	Install 100% radio read water meters within three (3) years	FY 2017-18	<ul style="list-style-type: none"> • Staff is ahead of schedule for this work and anticipates completion next fiscal year.
3.8	All major residential areas to be connected for safe travel (streetlights, sidewalks, and bike lanes/paths) to schools and downtown	Begin FY 2017-18	<ul style="list-style-type: none"> • The goal was used a criteria when prioritizing the project list in the TSP update.

3.9	Reconstruct McClaine Street	FY 2018-19	<ul style="list-style-type: none"> • CCTV of sewer line has been completed and revealed the need for a new sewer main. Overall scope of work is being developed with a plan to produce a design RFQ in the Spring of 2018.
3.10	Improve South Water Street	FY 2019-20	<ul style="list-style-type: none"> • Staff continues to work with ODOT on the design for this project. ODOT's current schedule shows a 2020 construction timeline.
3.11	Complete physical assessment of the pool	FY 2017-18	<ul style="list-style-type: none"> • Complete • Geotechnical Assessment of the streambank will be conducted during Summer 2018
3.12	Improve Second Street between the railroad tracks towards Jefferson Street	Begin FY 2017-18	<ul style="list-style-type: none"> • Staff will be updating the city-wide Pavement Condition Index in early 2018 and will incorporate this segment of N. 2nd Street in the paving plan.
3.13	Use the Northside Addition as a focus area to create a model to assess overall improvements needed, create a cost analysis, provide funding options to move forward and use that model in other areas of Silverton	Begin FY 2017-18	

Goal 4 – Implement Policies and Programs to Maintain Safety and Quality of Life.

	Objective	Time Frame	Progress to Date/Comments 1st Quarter (July 1-Sept. 30) 2nd Quarter (Oct. 1 – Dec. 31)
4.1	Develop strategies for affordable housing	FY 2017-18	<ul style="list-style-type: none"> • Planning Commission has been meeting in Work Sessions to draft Development Code policies to integrate Affordable Housing in the development process. Held a stakeholder meeting in August 2017 and held a joint work session with the PC and CC in September.
4.2	Consider regulations to allow for gray water irrigation systems	FY 2017-18	

4.3	Consider smoke-free areas, plastic shopping bags/food grade Styrofoam ban, and commercial composting	FY 2017-18	<ul style="list-style-type: none"> • Prohibition on smoking within Parks and in downtown core discussed at 09/18/2017, 10/16/2017, and 11/20/2017 work sessions. • Prohibition on single-use plastic bags discussed at 09/18/2017 work session. • Prohibition on polystyrene foam discussed at 09/18/2017 work session. • Ordinances on smoking within Parks and Downtown Core scheduled for consideration on 01/08/18. • Ordinance prohibiting single-use plastic bags scheduled for consideration on 02/05/18. • Ordinance prohibiting polystyrene foam scheduled for consideration 02/05/18.
4.4	Consider expansion of utility bill assistance program	FY 2017-18	<ul style="list-style-type: none"> • Finance is working to obtain information on progress of current program and viable options to expand the program. • Council approved an increase to \$5,000 for the program.
4.5	Continue emergency preparedness outreach	FY 2017-18	<ul style="list-style-type: none"> • Conducted two Map Your Neighborhood workshops which resulted in three preparedness meetings. • Working on community earthquake presentation. • Hazardous Mitigation Plan approved by Council and FEMA; posted on website. • Administrative Services Director presented information about emergency preparedness and MYN at the Downtown Business Meeting. • Administrative Services Director met with three community groups.

Goal 5 – Provide Efficient and Fiscally Sound Municipal Services

	Objective	Time Frame	Progress to Date/Comments 1st Quarter (July 1-Sept. 30) 2nd Quarter (Oct. 1 – Dec. 31)
5.1	Update long-range financial plan	FY 2017-18	<ul style="list-style-type: none"> • Finance is working to compile the information to prepare a draft with projections first, then add documentation for the results of the projections.
5.2	Prepare renewal of pool operations and maintenance levy for November ballot	FY 2017-18	<ul style="list-style-type: none"> • Complete • Voters approved 5-year operations and maintenance levy
5.3	Assess the practicality and feasibility of establishing a Parks and Recreation District	FY 2017-18	<ul style="list-style-type: none"> • City Manager has obtained a quote from Portland State University to administer this project.