

CITY OF SILVERTON
2019-2020 CITY COUNCIL GOALS
Adopted April 1, 2019



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 Details (July 1 - Sept. 30, 2019)
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 2019-20 if time allows	<ul style="list-style-type: none"> Funds budgeted for 2019-2020. Strategic plan continuation and refinement proposed as part of Sustainable City Year Program scope of work and work session discussion planned for October 2019.

Goal 2: Identify new means and methods for public outreach, communication and participation			
	Objective	Time Frame	Progress Details (July 1 - Sept. 30, 2019)
2.1	Update city website to make more searchable and user friendly and provide an increased social media presence including use of videos to educate the	FY 2019-20	<ul style="list-style-type: none"> Website team held meetings to improve website presence. Staff

	public on city services and processes.		<p>working on adding elements to the “Stay Connected” feature on the website.</p> <ul style="list-style-type: none"> • Communications team continues to update website and provide a social media presence. Updating website and publications with new high resolution photos. • Working with the Silver Falls School District and ScanTV to produce an educational video for the website.
2.2	Reconvene Citizen Involvement Committee to make recommendations on the formation and support of neighborhood associations.	FY 2019-20	<ul style="list-style-type: none"> • Assigned to Assistant to the City Manager/HR Coordinator for 2019 work plan. Work Session held with the City Council on March 18, 2019. Work Session held with the Planning Commission May 28, 2019. Further discussion planned for July 9, 2019 Planning Commission meeting with presentation to Council tentatively planned for September 9, 2019. • Presentation to Council of Planning Commission Resolution on September 9, 2019. Staff is updating website to include neighborhood group resources and availability of group contact information; publicity underway Fall 2019.

Goal 3: Maintain and improve infrastructure and facilities for current and future citizens in an efficient, sustainable, and resilient manner
(Note: “Efficient manner” includes correct construction sequencing)

	Objective	Time Frame	Progress Details (July 1 - Sept. 30, 2019)
3.1	<p>Continue planning for and build new Police Station within three (3) years, with plans to incorporate City Hall within eight (8) years to include:</p> <ul style="list-style-type: none"> • Determine future use with public input • Develop construction funding plan • Conduct facility needs assessment for civic center/city hall • Consider economy of scale by developing both facilities at the same time vs separate construction • Hire architectural firm to create conceptual ideas up to and including final full scale all-encompassing civic building with interconnection and design • Develop Master Plan (City Hall/Police Station/Park) • Enhance section on website to inform public of progress (to include photos and graphics) and solicit ideas for redevelopment 	FY 2019-20	<ul style="list-style-type: none"> • MIG presented concepts and stakeholder outreach results to the City Council on September 9, 2019. City Manager began drafting RFP for architectural services. • Finance Director presented funding strategy to City Council on August 19, 2019 and consensus was reached to prepare an RFP for architectural services.
3.2	Finalize the updated Transportation Master Plan and begin implementation.	FY 2019-20	<ul style="list-style-type: none"> • Staff and Elected Officials completed ranking projects. Meeting with sub-group to discuss rankings.
3.3	Perform SDC analysis for transportation, water, waste water and storm water and related rate studies as appropriate.	FY 2019-20	<ul style="list-style-type: none"> • Complete.
3.4	Identify funding strategies and implement the development of infrastructure (sidewalks, bike paths, street lights, stormwater, and speed calming devices) to facilitate infill, improve safety, and connectivity between developed areas generally, with priority to safe routes to school corridors.	FY 2019-20	<ul style="list-style-type: none"> • Staff submitted Safe Routes to Schools application for sidewalks on N. James Street. • \$50,000 budgeted for an unidentified sidewalk project. • Council approved three infill projects on May 6, 2019 which have been completed.

			<ul style="list-style-type: none"> • FY20 projects on hold per Council direction August 19, 2019. • Circulation Plan target completion 2nd Quarter.
3.5	Complete Old Mill Park improvements.	FY 2019-20	<ul style="list-style-type: none"> • Bids received significantly above initial estimates. • Staff redesigning project in 3rd Quarter.
3.6	Update street signage in compliance with MUTCD requirements.	FY 2019-20	<ul style="list-style-type: none"> • Full audit completed in FY 2018-19. Programmatic work continues.
3.7	Reconstruct McClaine Street and evaluate re-engineering of the intersection of McClaine and Westfield/C Street.	FY 2019-20	<ul style="list-style-type: none"> • 30% design by Keller & Assoc. completed January 2019. • Discussed design with City Council at March 18, 2019 work session. • Council awarded the Final Engineering Services Contract to Keller & Assoc. on June 3. • Three project management team meetings held. • Survey work completed.
3.8	Improve streetscape and multi-modal connections to South Water Street.	FY 2019-20	<ul style="list-style-type: none"> • In ODOT Final Design.
3.9	Evaluate recommended pool facility improvements, including a slope stability study of the adjacent stream bank.	FY 2019-20	<ul style="list-style-type: none"> • Energy Trust of Oregon Final Report completed in January 2019 including top term saving projects to pursue. • City Council endorsed moving forward with one of five recommended projects; 2nd layer canvas which will be installed 2nd Quarter. • RFP for Slope Stability on hold due to estimated construction cost ~ \$500-750K.
3.10	Improve pavement condition of Second Street from the railroad tracks to Jefferson Street.	FY 2019-20	<ul style="list-style-type: none"> • This area included in Urban Renewal Expansion March 2019. • City Council discussed project viability

			July 15, 2019; asked for cost itemization between utility systems presented September 2019.
3.11	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 2019-20	<ul style="list-style-type: none"> • No action to date. Will be assigned to City Engineer to be incorporated into work plan.
3.12	Conduct public visioning process taking cost into account for determining future use of Pettit Property.	Begin FY 2019-2020	<ul style="list-style-type: none"> • Staff applied for, but was not successful in obtaining a Marion County Economic Development grant for the public process. • Public visioning process to be conducted October-December 2019 as part of Sustainable City Year Program scope of work.
3.13	Assist the URA in developing the scope of the redevelopment of the Westfield property, including possible use as affordable housing and/or assisted living.	FY 2019-20	<ul style="list-style-type: none"> • Staff has Request for Proposals and is ready for advertisement.
3.14	Amend urban growth boundary and develop Master Plan for the Ike Mooney Property (Park and Fire Substation).	FY 2019- 20/2020-21	<ul style="list-style-type: none"> • Element of Park of Parks Master Plan. • Parks Master Plan on hold per City Council direction.
3.15	Begin housing needs analysis and evaluate other comprehensive plan elements needing amendment.	FY 2019-20	<ul style="list-style-type: none"> • Staff applied for, but was not successful in obtaining a DLCD grant to conduct the study. • Staff prepared scope of work to seek bids for this work. • Contract signed and work underway with first meeting with AHTF Aug 20. • Draft BLI and Housing Strategies presented to Task Force Aug 20 and Sept 17.
3.16	Evaluate the structural condition of the Abiqua Dam and fish ladder and develop CIP for improvements (WTP).	FY 2019-20	<ul style="list-style-type: none"> • Possible meeting of Regional Solutions to coordinate regulations and funding

			<ul style="list-style-type: none"> options to complete work. • Engineering firm selected assessment. • Target completed 2nd Quarter.
3.17	Work with the Army Corps of Engineers to develop a plan to restore storage capacity at the Silverton Reservoir.	FY 2019-20	<ul style="list-style-type: none"> • DSL intern to complete analysis in January was not available. • Public Works has hired a consultant to complete the analysis by May and, in parallel, begin working on environmental permitting. • Final report completed August 2019.

Goal 4: Implement policies and programs to maintain safety and quality of life			
	Objective	Time Frame	Progress Details (July 1 - Sept. 30, 2019)
4.1	Further develop and implement strategies for affordable housing (including exploring public-private partnerships at Westfield).	FY 2019-20	<ul style="list-style-type: none"> • Homeless / Housing Task Force will continue meetings as needed. • City Council established the Affordable Housing Task Force January 2019. The first meeting was held on January 29. • Meetings held on Feb 26, April 4, April 30, May 28, June 18, Aug 20 and Sept 17.
4.2	Consider ordinance setting out smoke-free downtown area.	FY 2019-20	<ul style="list-style-type: none"> • Work targeted for internship program winter/spring 2020 in conjunction with Willamette University.
4.3	Examine means and methods for increasing street trees in areas that lack them. Develop methods to follow up on compliance with existing landscape development standards in new developments; existing landscape development standards and consider measures to protect white oaks and heritage trees in the city limits.	FY 2019-20	<ul style="list-style-type: none"> • To be considered with future street improvements. Staff initiative of compliance with street tree ordinance. • Met with Oregon Department of Forestry Fall 2018. Council approved working toward Tree City USA designation application period

			November 2019.
4.4	Study ways with community partners to implement sustainable energy program to lesson carbon footprint and achieve energy sustainability goals.	FY 2019-20	<ul style="list-style-type: none"> • Staff coordinated with NW Natural and PGE to obtain use data for an energy study. Sustainable Silverton presented draft study to Environmental Management Committee, PGE & NW Natural to prepare a plan for Silverton. • Staff established “Green Team.” • City Hall and the Wastewater Treatment Plan have received Earthwise Certification through Marion County. The Water Treatment Plant and the Pool are in the queue. • Staff working with DOE on energy improvements at Pool.
4.5	In partnership with community organizations, state agencies, and the Urban Renewal Agency, evaluate ways to enhance beautification of City’s gateways.	FY 2019-20	<ul style="list-style-type: none"> • Chamber of Commerce and Silverton High School working on refurbishing gateway signage at Silverton Road entrance into City. Silverton Garden Club working on planting improvements in partnership with Boy Scouts to delineate planting area from natural area surrounding entry signage. Work said to be completed by mid-September.
4.6	Explore ways to increase high speed data options in the city by removing barriers to entry in the city code for installation of high speed wired or wireless data networks.	FY 2019-20	<ul style="list-style-type: none"> • Councilor Freilinger exploring options for bringing additional carriers to Silverton. Proposed code amendment consideration to facilitate. Planning Commission met in Nov. and Jan. to discuss potential code language. • Nano Wireless Facilities ordinance adopted.

4.7	Update parks master plan to include adding other park/recreational amenities.	FY 2019-20	<ul style="list-style-type: none"> • On hold per City Council direction.
4.8	Update public works standards and development code with long-term environmental impacts in mind.	FY 2019-20	<ul style="list-style-type: none"> • Draft adjustments complete.
4.9	Explore the geographic expansion of transit service.	FY 2019-20	<ul style="list-style-type: none"> • Drafting RFP for study.

Goal 5: Provide efficient and fiscally sound municipal services			
	Objective	Time Frame	Progress Details (July 1 - Sept. 30, 2019)
5.1	Assess the practicality and feasibility of establishing a Parks and Recreation District.	FY 2019-20	<ul style="list-style-type: none"> • Portland State University presented recommendations to the City Council at their August 5, 2019 meeting. • The Parks and Recreation Task Force has held several meetings to discuss the recommendations and refine the recommendation. The most recent meeting was held on September 30, 2019.
5.2	Determine strategy to repay the Sewer SDC Fund for purchase of the remaining portion of the Pettit property.	FY 2019-20	<ul style="list-style-type: none"> • Staff working on proposals for presentation to the City Council in October or November. • Staff to include proposal in FY 2019-2020 budget. • Budget includes a transfer from Sewer Debt Reserve Fund to repay the Sewer SDC Fund and appropriation was adopted at the June 17, 2019 City Council meeting.
5.3	Aggressively pursue funding opportunities for large scale water improvement projects (Silver Creek Raw Water Line, Water Treatment Plant upgrade and 2 MG West-side Reservoir).	FY 2019-20	<ul style="list-style-type: none"> • PW awarded Economic Development Assistance (EDA) grant for the Silver Creek Raw Water Line. Project kick-off complete. Easement evaluation

			<p>complete.</p> <ul style="list-style-type: none"> • Staff has identified a package water treatment plant that could be utilized within the existing site of city-owned property; saving the City significant funds. • Staff met with representatives from USDA to look at funding options. • Council awarded an Engineering Services Contract to Keller & Assoc. subject to approval from the EDA on May 6.
5.4	Develop funding plan and timeline for replacement of water treatment plant #1.	FY 2019-20	<ul style="list-style-type: none"> • Scheduled for 4th Quarter.