

CITY OF SILVERTON
FY 2018-2019 CITY COUNCIL GOALS
Adopted April 2, 2018



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, 2018)
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 2018-19 if time allows	<ul style="list-style-type: none"> To be addressed in FY 18-19 if time allows.

Goal 2: Improve and expand public outreach, communication and participation			
	Objective	Time Frame	Progress Details (July 1 – Sept. 30, 2018)
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 2018-19	<ul style="list-style-type: none"> • Mayor prepares quarterly newsletter articles. • Mayor provides regular updates via social media through Facebook and Nextdoor Silverton. • City Manager spoke at several weekly downtown business meetings.
2.2	Quarterly city newsletter	FY 2018-19	<ul style="list-style-type: none"> • Staff prepared quarterly newsletter for August publication.
2.3	Quarterly community partners meetings to discuss issues of mutual concern	FY 2018-19	<ul style="list-style-type: none"> • Councilor Smith and City Manager attended regional meeting with community partners. • Mayor, City Manager and Police Chief attend Silverton Together Board meetings.
2.4	Update city website and provide an increased social media presence	FY 2018-19	<ul style="list-style-type: none"> • Website team held a meeting to improve website presence. Staff working on adding elements to the “Stay Connected” feature on the website.
2.5	Provide presentations to service clubs, civic groups and partners	FY 2018-19	<ul style="list-style-type: none"> • City Manager gave a presentation to the Silverton Kiwanis Club in July. • Mayor, Police Chief, and City Manager gave presentations to the Apple Tree Program. • City Manager spoke at several weekly downtown business meetings.
2.6	Reconvene Citizen Involvement Committee to make recommendations on the formation and support of neighborhood associations	FY 2018-19	<ul style="list-style-type: none"> • Assigned to Assistant to the City Manager/HR Coordinator.

2.7	Hold at least two Town Hall Meetings (July and December)	FY 2018-19	• Town Hall meeting conducted Aug. 30.
2.8	Explore opportunity to include camera on the City's website	FY 2018-19	• To be assigned.
2.9	Explore feasibility of creating and supporting a Youth Advisory Council	FY 2018-19	• Mayor Palmer and Councilor Martin to propose options for creation.

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 Details (July 1 – Sept. 30, 2018)
3.1	<p>Continue planning for and build new Police Station within four (4) years, with plans to incorporate City Hall within nine (9) years to include:</p> <ul style="list-style-type: none"> • Determine future use with public input of facility (if it remains) or raze • Develop construction funding plan • Conduct hazardous material abatement • 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) 	FY 2018-19	<ul style="list-style-type: none"> • Community Development Director applied for and the City was awarded a \$30,000 Transportation and Growth Management Program Quick Response grant to support redevelopment of the former Eugene Field School property into a Civic Center consisting of a new Police Station and City Hall. The City will contribute \$10,000 toward the project that will consist of stakeholder meetings and public input to determine future uses at the site. • August - City Council authorized the City Manager to enter into a contract with NorthStar CG, LP for asbestos abatement and underground storage tank (UST) decommissioning and removal in the sum of \$144,171, including a 20% contingency, for a total of \$173,005. • City staff completed contract documents to bid August 29th for the demolition of the former Eugene Field School. Current engineering estimate is \$150,000-\$200,000.

3.2	Finalize the updated Transportation Master Plan and begin implementation	FY 2018-19	<ul style="list-style-type: none"> • Council held a work session on July 16th to discuss the goals and objectives. The TAC and PAC met August 28th to discuss the goals and objectives. The Council, TAC, & TAC will meet to prioritize the objectives.
3.3	Perform SDC analysis for transportation, water, waste water and storm water and related rate studies as appropriate	FY 2018-19	<ul style="list-style-type: none"> • On Public Works work plan for Fall 2018.
3.4	Identify funding strategies and implement the development of infrastructure (sidewalks, bike paths, street lights and stormwater) to provide infill and connectivity between developed areas generally.	FY 2018-19	<ul style="list-style-type: none"> • Staff working on Safe Routes to Schools application for sidewalks on N. James Street.
3.5	Complete Old Mill Park improvements	FY 2018-19	<ul style="list-style-type: none"> • Bids received significantly above initial estimates. Project to be redesigned.
3.6	Update street signage in compliance with MUTCD requirements	FY 2018-19	<ul style="list-style-type: none"> • In progress - updates continue.
3.7	Install 100% radio read water meters within two (2) years	FY 2018-19	<ul style="list-style-type: none"> • As of August 27, 2018 92% of the meters in the utility billing system are radio read.
3.8	All major residential areas to be connected for safe travel (streetlights, sidewalks, and bike lanes/paths) to schools and downtown	FY 2018-19	<ul style="list-style-type: none"> • Conditions to be identified with development applications.
3.9	Reconstruct McClaine Street	FY 2018-19 / 2019-20	<ul style="list-style-type: none"> • July – Contract awarded to Keller Associates for the predesign. Survey work has begun.
3.10	Improve streetscape and multi-modal connections to South Water Street	FY 2019-20	<ul style="list-style-type: none"> • Project significantly over budget. ODOT has project on hold for reassignment to new staff.
3.11	Begin recommended pool facility improvements, including a slope stability study of the adjacent stream bank.	FY 2018-19	<ul style="list-style-type: none"> • No work to date.
3.12	Improve Second Street between the railroad tracks towards Jefferson Street	FY 2018-19	<ul style="list-style-type: none"> • No action to date.

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 2018-19	• No action to date.
3.14	Begin public process for determining future use of Pettit Property	Begin FY 2018-19	• Staff applied for, but was not successful in obtaining a Marion County Economic Development grant for the public process.
3.15	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 2018-19	• Public outreach to begin following Eugene Field property public process.
3.16	Develop Master Plan for the Ike Mooney Property (Park and Fire Substation)	FY 2018-19	• No action to date.
3.17	Begin housing needs analysis and evaluate other comprehensive plan elements needing amendment.	FY 2018-19	• Staff applied for, but was not successful in obtaining a DLCD grant to conduct the study.
3.18	Consider land acquisition to connect Anderson Drive pedestrian pathway.	FY 2018-19	• On staff work plan for later this fiscal year.
3.19	Evaluate the structural condition of the Abiqua Dam and fish ladder and develop CIP for improvements (WTP)	FY 2018-19	• No work to date.
3.20	Work with the Army Corps of Engineers to develop a plan to restore storage capacity at the Silverton Reservoir	FY 2018-19	• Survey being developed.
3.21	Identify a city-funded sidewalk infill project with a specified funding source	FY 2018-19	• \$50,000 budgeted for this project. Funds will likely be used as match for Safe Routes to School Grant.

Goal 4: Implement policies and programs to maintain safety and quality of life			
	Objective	Time Frame	Progress Details (July 1 – Sept. 30, 2018)
4.1	Further develop and implement strategies for affordable housing	FY 2018-19	• Homeless / Housing Task Force will continue meetings as needed.

4.2	Consider ordinances setting out: (1) smoke-free downtown area, (2) ban on plastic shopping bags, and (3) ban on food grade Styrofoam. Work with solid waste franchisee to implement commercial composting program.	FY 2018-19	<ul style="list-style-type: none"> Assigned to the Environmental Management Company. Awaiting recommendations to City Council.
4.3	Continue emergency preparedness outreach	FY 2018-19	<ul style="list-style-type: none"> Police Dept. and Silverton CERT Members continue to encourage citizens to sign up for Everbridge Emergency Alerts.
4.4	Examine means and methods for increasing street trees in areas that lack them; follow up on compliance with existing landscape development standards in new developments.	FY 2018-19	<ul style="list-style-type: none"> To be considered with future street improvements. Staff initiative of compliance with street tree ordinance.
4.5	Study ways with community partners to implement sustainable energy program to lesson carbon footprint and achieve energy sustainability goals	FY 2018-19	<ul style="list-style-type: none"> Staff coordinated with NW Natural and PGE to obtain use data for an energy study. Sustainable Silverton to work with Environmental Management Committee, PGE & NW Natural to prepare a plan for Silverton.
4.6	In partnership with community organizations, evaluate ways to enhance beautification of city's entry gateways	FY 2018-19	<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.
4.7	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 2018-19	<ul style="list-style-type: none"> Councilor Freilinger exploring options for bringing additional carriers to Silverton.

Goal 5: Provide efficient and fiscally sound municipal services			
	Objective	Time Frame	Progress Details (July 1 – Sept. 30, 2018)
5.1	Update long-range financial plan	FY 2018-19	<ul style="list-style-type: none"> • Staff will be using the data from Fiscal Year End of June 30, 2018 to update the information. The City audit will begin the first week in October 2018.
5.2	Assess the practicality and feasibility of establishing a Parks and Recreation District	FY 2018-19	<ul style="list-style-type: none"> • City Council authorized the City Manager to enter into a contract with Portland State University to complete a feasibility study. Contract pending.
5.3	Determine strategy to repay the Sewer SDC Fund for purchase of the remaining portion of the Pettit property	FY 2018-19	<ul style="list-style-type: none"> • Staff working on proposals for presentation to the City Council in October or November.
5.4	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 2018-19	<ul style="list-style-type: none"> • Staff has applied for an Economic Development Assistance (EDA) grant for the Silver Creek Raw Water Line. The City has progressed to the final stages for grant approval and anticipates notification on whether grant will be awarded later this Fall. • 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.