

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 (Jan. 1 – Mar. 31, 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 2018-19 if time allows	<ul style="list-style-type: none"> To be addressed in FY 18-19 if time allows. A2CM inquired whether MWVCOG can facilitate. Contract recommendations provided.

Goal 2: Improve and expand public outreach, communication and participation			
	Objective	Time Frame	Progress Details (Jan. 1 – Mar. 31, 2019)
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.

			<ul style="list-style-type: none"> • City Manager spoke at several weekly downtown business meetings. • Mayor presented at downtown business meeting.
2.2	Quarterly city newsletter	FY 2018-19	<ul style="list-style-type: none"> • Staff and Mayor prepared quarterly newsletter for August, October, and January publication (most recent 1/2/2019).
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 meetings to improve website presence. Staff working on adding elements to the “Stay Connected” feature on the website. • Communications team continued to update website and social media presence.
2.5	Provide presentations to service clubs, civic groups and partners	FY 2018-19	<ul style="list-style-type: none"> • City Manager gave presentations to the Silverton Kiwanis Club in July and October. • Mayor, Police Chief, and City Manager gave presentations to the Apple Tree Program. • City Manager spoke at several weekly downtown business meetings. • Mayor gave a presentation to the Silverton Kiwanis Club. • Mayor spoke at NW Willamette Realtors event.
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 for 2019 work

			plan. Work session held with the City Council on March 18, 2019.
2.7	Hold at least two Town Hall Meetings (July and December)	FY 2018-19	<ul style="list-style-type: none"> • Town Hall meetings conducted Aug 30 and Dec 10.
2.8	Explore opportunity to include camera on the City's website	FY 2018-19	<ul style="list-style-type: none"> • Chief Fossholm has identified options and will present to the City Council in February or March 2019. • Feb. 25, 2019 Work Session – Goal 2.8 cancelled from list.
2.9	Explore feasibility of creating and supporting a Youth Advisory Council	FY 2018-19	<ul style="list-style-type: none"> • Resolution passed November 5, 2018 expressing support for establishment of Mayor's Youth Council. Assistant to City Manager/HR Coordinator providing staff support.

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 (Jan. 1 – Mar. 31, 2019)
3.1	Continue planning for and build new Police Station within four (4) years, with plans to incorporate City Hall within nine (9) years to include: <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 \$35,000 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. Grant updated to \$36,000 with no required matching funds from the City. • August - City Council authorized the City

			<p>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.</p> <ul style="list-style-type: none"> • October - Change order up to \$201,206 approved due to additional asbestos and an additional underground storage tank located on the site. • A series of stakeholder outreach meetings began in November. • November – Additional change order of \$69,507 approved due to additional asbestos located on the site. • Former Eugene Field environmental abatement complete and deconstruction/demolition begins January 3, 2019. • City Manager secured \$60K Brownfields Redevelopment Fund technical assistance grant for hazardous materials abatement. • Public outreach meeting scheduled for Jan 31. • Awaiting recommendations from consultant. Anticipated May 2019.
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 16 to discuss the goals and objectives. The TAC and PAC met August 28 to discuss the goals and objectives. The Council, PAC, & TAC will meet to prioritize the objectives. • Subcommittee ranked weighted projects. • Staff and Elected Officials ranking projects.

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"> • Consultant selected January 2019. • Target project completion March 1, 2019.
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 submitted Safe Routes to Schools application for sidewalks on N. James Street. • \$50,000 budgeted for an unidentified sidewalk project.
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 value engineered and likely reposted at more favorable bid environment; January-February 2019 by PW. • Staff redesigning project.
3.6	Update street signage in compliance with MUTCD requirements	FY 2018-19	<ul style="list-style-type: none"> • Completed by PW. Some minor work continues. Full completion anticipated FY 2018-19.
3.7	Install 100% radio read water meters within two (2) years	FY 2018-19	<ul style="list-style-type: none"> • Completed in November by PW.
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"> • 30% design by Keller & Assoc. anticipated by January 2019. • Discussed design with City Council at March 18, 2019 work session.
3.10	Improve streetscape and multi-modal connections to South Water Street	FY 2019-20	<ul style="list-style-type: none"> • Two funding and scope meetings with various ODOT staff. • ODOT project manager recommends reducing scope TBD.
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"> • Energy Trust of Oregon Final Report anticipated January 2019 including top therm saving projects to pursue.

3.12	Improve Second Street between the railroad tracks towards Jefferson Street	FY 2018-19	<ul style="list-style-type: none"> • This area is within the proposed Urban Renewal Expansion area.
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	<ul style="list-style-type: none"> • No action to date. Will be assigned to City Engineer to be incorporated into work plan.
3.14	Begin public process for determining future use of Pettit Property	Begin FY 2018-19	<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. • Staff may facilitate process in late Spring if time allows.
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	<ul style="list-style-type: none"> • Public outreach to begin following Eugene Field property public process. Staff recommends an RFP process to seek input from development community on potential options. • Staff drafting Request for Proposals. Anticipate advertisement in early April 2019.
3.16	Develop Master Plan for the Ike Mooney Property (Park and Fire Substation)	FY 2018-19	<ul style="list-style-type: none"> • No action to date.
3.17	Begin housing needs analysis and evaluate other comprehensive plan elements needing amendment.	FY 2018-19	<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.
3.18	Consider land acquisition to connect Anderson Drive pedestrian pathway.	FY 2018-19	<ul style="list-style-type: none"> • On staff work plan for later this fiscal year. • Removed from Council Goals and priorities.
3.19	Evaluate the structural condition of the Abiqua Dam and fish ladder and develop CIP for improvements (WTP)	FY 2018-19	<ul style="list-style-type: none"> • Possible meeting of Regional Solutions to coordinate regulations and funding options to complete work. • Next step to solicit an engineering assessment.
3.20	Work with the Army Corps of Engineers to develop a plan to restore storage	FY 2018-19	<ul style="list-style-type: none"> • Possible DSL intern to complete analysis

	capacity at the Silverton Reservoir		<p>in January.</p> <ul style="list-style-type: none"> • Target dredging permit (if needed). submittal to DSL and ACOE March 2019 • Target dredging July 2019.
3.21	Identify a City-funded sidewalk infill project with a specified funding source	FY 2018-19	<ul style="list-style-type: none"> • \$50,000 budgeted for this project. Funds will likely be used as match for Safe Routes to School Grant (if awarded).

Goal 4: Implement policies and programs to maintain safety and quality of life			
	Objective	Time Frame	Progress Details (Jan. 1 – Mar. 31, 2019)
4.1	Further develop and implement strategies for affordable housing	FY 2018-19	<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.
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"> • EMC elected not to move forward with smoke-free downtown. • First reading on Ordinance prohibiting single use carryout bags held in December. Ordinance approved January 2019. • First reading on Ordinance regulating polystyrene scheduled for January 2019 meeting. Ordinance approved January 2019.
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. • PW staff completed 100, 200 ISO training by December 2018; supervisors completed 300, 800

			<ul style="list-style-type: none"> • 300 training being scheduled for late January. • City staff registered 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. Met with Oregon Department of Forestry in September. Council approved working toward Tree City USA designation.
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 presented draft study to Environmental Management Committee, PGE & NW Natural to prepare a plan for Silverton. • Staff establishing “Green Team” • Staff seeking Earthwise Certification through Marion County. • Staff working with DOE on energy improvements at Pool.
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. Work said to be completed by mid-September.
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. Proposed code amendment consideration to facilitate. Planning

			Commission met in Nov. and Jan. to discuss potential code language.
--	--	--	---

Goal 5: Provide efficient and fiscally sound municipal services			
	Objective	Time Frame	Progress Details (Jan. 1 – Mar. 31, 2019)
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. • Finance Director to present plan during first quarter 2019. • The long-range financial plan was presented at the February 4, 2019 City Council meeting and approved by Council.
5.2	Assess the practicality and feasibility of establishing a Parks and Recreation District	FY 2018-19	<ul style="list-style-type: none"> • After Council approval, City Manager entered into a contract with Portland State University to complete a feasibility study. PSU preparing survey for distribution. CM has provided background data needed by PSU. Public Works staff has researched deeds to identify any potential restrictions. • Staff has reached out to Parks and Recreation Task Force to determine interest in serving.
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. • Staff to include proposal in FY 2019-2020 budget.
5.4	Aggressively pursue funding opportunities for large scale water improvement projects (Silver Creek Raw Water Line, Water Treatment Plant	FY 2018-19	<ul style="list-style-type: none"> • PW awarded Economic Development Assistance (EDA) grant for the Silver

	upgrade and 2 MG West-side Reservoir)		<p>Creek Raw Water Line. Project kick-off complete. Easement evaluation 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.
--	---------------------------------------	--	---