

CITY OF SILVERTON
2020-2021 CITY COUNCIL GOALS
Adopted June 1, 2020



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, 2021)
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 2020-2021	<ul style="list-style-type: none"> ◆ Funds budgeted for 2020-2021. Strategic plan continuation and refinement proposed as part of Sustainable City Year Program (SCYP) scope of work and work session discussion planned for October 2019. Staff is identifying alternative options for completion if SCYP staff do not select project for Spring 2019. ◆ SCYP partnership will address climate action planning component of strategic plan in Winter 2019. Report planned for March 2020 work session. ◆ SCYP presentation cancelled due to

			<p>COVID-19. Report planned for August 2020 Work Session.</p> <ul style="list-style-type: none"> • Strategic planning funds allocated in FY2020-2021 Budget. • Staff presented SCYP Climate Action Planning recommendations on September 14, 2020; Public Works will work with Sustainable Silverton and continue developing a sustainability work plan for City; staff will also incorporate into planned strategic planning processes. • Strategic planning funds budgeted for 2021/2022 to have this option with new City Manager
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Goal 2: Identify new means and methods for public outreach, communication and participation			
	Objective	Time Frame	Progress Details (Jan 1 – Mar 31, 2021)
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 public on city services and processes.	FY 2020-2021	<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. • Communications Team worked with CC-Media to produce a “How to Read Your Water Bill” educational video which was completed and publicized in December 2020. • PW - Projects pages updated for FY21. • PW Standards were posted in searchable format on the City’s website. • Completed the 2020 Annual State of the City Report. • Held Virtual Town Hall event.

2.2	Citizen Involvement Committee to evaluate: 1) the effectiveness of the implementation of the neighborhood association support; and 2) the SCYP class outcomes related to public outreach.	FY 2020-2021	<ul style="list-style-type: none"> • Citizen Involvement Committee (Planning Commission) reviewed at December 2020 meeting. The Planning Commission expressed support for the City to have a staff member dedicated to communication and public outreach. • The new City Manager should assess the feasibility of hiring a part-time or full-time Public Information Officer.
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**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 (Jan 1 – Mar 31, 2021)
3.1	Continue planning for and build new Police Station within two (2) years, with plans to incorporate City Hall within seven (7) years to include: <ul style="list-style-type: none"> • 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 2020-2021	<ul style="list-style-type: none"> • Weekly Project Team meetings with staff at Mackenzie Engineering, Inc. are ongoing. • July 2020 – Mackenzie Engineering Inc. presented the results from the community survey and cost estimates for three design options. • August 2020 – City Council approved the floor plan and perspectives/elevations for the Civic Center. • September 2020 - Mackenzie Engineering, Inc. presented updated floor plans and cost estimates to City Council. City Council authorized Mackenzie to move forward with the next phase of design development. • October 2020 - City Council and the Civic Center Equity and Inclusion Task

			<p>Force held a Joint Work Session to discuss building redesign options and updated cost estimates.</p> <ul style="list-style-type: none"> • November 2020 – City Council Authorized a contract amendment with Mackenzie Engineering, Inc. for the (Re)Design and Schematic Design Phase • December 2020 - Mackenzie Engineering, Inc. presented an updated cost estimate, site plan and floor plan. City Council approved moving forward with the updated plans pending the Design Team approval. • Design Development Phase nearing completion. Construction Document Contract being presented to Council at the April 5th meeting. • PW – Soils Analysis completed.
3.2	Finalize the updated Transportation Master Plan and begin implementation.	FY 2020-2021	<ul style="list-style-type: none"> • CD - Planning Commission held a public hearing and recommended adoption on July 14, 2020. • PW/CD - City Council held a public hearing on August 3, 2020 and September 14, 2020. • PW/CD - Adopted October 2020.
3.3	Revisit SDC methodology for transportation, water, waste water and storm water.	FY 2020-2021	<ul style="list-style-type: none"> • To begin after Affordable Housing Task Force makes a recommendation. Preliminary presentation scheduled for April 20, 2021.
3.4	Identify funding strategies, evaluate 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 access to school	FY 2020-2021	<ul style="list-style-type: none"> • Safe Routes to School application for James St submitted July 2020, application was not successful. • PW/CD - Marion County submitted

	corridors including N. James and Western Streets. This includes staff working with Marion County on a jurisdictional transfer.		<p>sidewalk infill grant for Grant/Western August 2020 with letter of recommendation from City.</p> <ul style="list-style-type: none"> • PW - Transportation Growth Management Grant for Active Transportation Plan submitted July 2020. • PW - ARTS/ODOT (Safety funds on major corridors) funding analyzed and determined City not highly competitive, no application.
3.5	Complete Old Mill Park improvements.	FY 2020-2021	<ul style="list-style-type: none"> • PW -To be addressed 4th Quarter per City Manager. • On hold pending outcome of Parks and Recreation District.
3.6	Reconstruct McClaine Street and evaluate re-engineering of the intersection of McClaine and Westfield/C Street.	FY 2020-2021	<ul style="list-style-type: none"> • PW – In active construction through December 2020. • Project remains on time and budget.
3.7	Improve streetscape and multi-modal connections to South Water Street.	FY 2020-2021	<ul style="list-style-type: none"> • PW -ODOT Project – 30% Design complete.
3.8	Evaluate recommended pool facility improvements, including a slope stability study of the adjacent stream bank.	FY 2020-2021	<ul style="list-style-type: none"> • PW - Slope stability monitoring system complete for next five (5) years.
3.9	Improve pavement condition of Second Street from the railroad tracks to Jefferson Street.	FY 2020-2021	<ul style="list-style-type: none"> • PW -To be addressed 2nd Quarter per City Manager approval of department work plan.
3.10	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.	FY 2020-2021	<ul style="list-style-type: none"> • Stormwater Master Plan to be completed in 2021.
3.11	Evaluate and determine the future use of Pettit Property.	FY 2020-2021	<ul style="list-style-type: none"> • Staff presented final report March 2020 and applied for Local Government Grant from Oregon Parks and Recreation Department (OPRD) to provide additional funds for Phase 1

			<p>park improvements.</p> <ul style="list-style-type: none"> • Staff was informed in September 2020 that OPRD Local Government Grant grants are on hold until Fall lottery forecast and potentially Winter lottery forecast. • Presentation to Local Government Grant Application Advisory Committee completed Feb 2021. Project was not approved for funding. • On hold pending the outcome of Parks and Recreation District.
3.12	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 2020-2021	<ul style="list-style-type: none"> • Joint meeting with the City Council and Planning Commission held November 16, 2020. Direction is to potentially facilitate a small scale development if economically feasible.
3.13	Develop the housing strategy implementation plan.	FY 2020-2021	<ul style="list-style-type: none"> • Obtained a grant from and executed an IGA with DLCD to have consultants develop the HSIP and code amendments to be compliant with HB 2001. • Consultants met with Planning Commission November 24 & December 22. • Virtual public meeting held January 14, 2021. • Second Virtual public meeting scheduled for April 5, 2021.
3.14	Evaluate the structural condition of the Abiqua Dam and fish ladder and develop CIP for improvements (WTP).	FY 2020-2021	<ul style="list-style-type: none"> • PW - Formal funding announcement anticipated October 2020. City has obligated \$15,000 match.
3.15	Apply for a feasibility grant in order to study the viability of an Aquifer	FY 2020-2021	<ul style="list-style-type: none"> • PW - Staff is working with stakeholders

	Storage Recovery (ASR) with the City of Mt. Angel and move forward if the application is successful.		and will submit a grant feasibility request by October 2020 deadline.
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Goal 4: Implement policies and programs to maintain safety and quality of life			
	Objective	Time Frame	Progress Details (Jan 1 – Mar 31, 2021)
4.1	Further develop and implement strategies for affordable housing (including exploring public-private partnerships at Westfield).	FY 2020-2021	<ul style="list-style-type: none"> • BLI and Housing Needs Analysis final documents are prepared. • Adoption in process. • Received funding assistance from DLCD to implement affordable housing strategies. Kickoff meeting held Sept 21, 2020. • Consultants met with Planning Commission November 24, December 22, February 23, & March 30. • Affordable Housing Task Force is developing messaging and public outreach as it relates to providing more housing options in Silverton
4.2	Further develop and implement strategies for supporting homeless outreach in the community.	FY 2020-2021	<ul style="list-style-type: none"> • The Homeless/Housing Task Force released a community survey to learn about the public perception of unhoused individuals in Silverton and what the community can do to address homelessness and housing instability. 196 responses were received and the results were shared with the Task Force on October 28, 2020. • The Homeless/Housing Task Force is working with residents and Sheltering Silverton to start an Educational

			Cohort beginning in 2021.
4.3	Consider ordinance setting out smoke-free downtown area.	FY 2020-2021	<ul style="list-style-type: none"> • PW - Presentation scheduled with EMC for March 2020 was rescheduled to May 2020 EMC virtual meeting. EMC chose not to make a recommendation at this time.
4.4	Examine means and methods for increasing street trees in areas that lack them.	FY 2020-2021	Staff inventoried lots that do not have the required street trees. Staff will send out letters in advance of spring to encourage planting. Staff is tracking the amount of street trees lost due to the ice storm.
4.5	Study ways with community partners and continue to implement sustainable energy program to lessen carbon footprint and achieve energy sustainability goals.	FY 2020-2021	<ul style="list-style-type: none"> • Sustainability planning is being incorporated into Police Facility/City Hall planning; City Council approved a contract amendment for energy and daylight modeling at the August 3, 2020 Council Meeting and the work is underway. For October 5, 2020 staff will bring a proposal for contract amendment for commissioning and enhanced commissioning, which includes renewable energy systems among those to be evaluated. • Additionally (see Goal 1.1), following the September 14, 2020 Council meeting, Public Works will work with Sustainable Silverton and continue developing a sustainability work plan for City; staff will also incorporate sustainability into planned strategic planning processes.

4.6	In partnership with community organizations, state agencies, and the Urban Renewal Agency, evaluate ways to enhance beautification of city's gateways.	FY 2020-2021	<ul style="list-style-type: none"> CD staff reached out to the property owner of the vacant corner lot of Westfield and McClaine who has expressed an interest in a gateway element.
4.7	Update parks master plan to include adding other park/recreational amenities.	FY 2020-2021	<ul style="list-style-type: none"> PW - Parks Master Plan on hold until Parks & Recreation District determined per City Manager.
4.8	Update development code with long-term environmental impacts in mind.	FY 2020-2021	Not Started
4.9	Explore the geographic expansion of transit service.	FY 2020-2021	<ul style="list-style-type: none"> Drafting RFP for study. On hold until post COVID.
4.10	Develop and adopt a Bike Master Plan.	FY 2020-2021	<ul style="list-style-type: none"> This project was not funded this year. PW - Transportation Growth Management Grant for Active Transportation Plan submitted July 2020.

Goal 5: Provide efficient and fiscally sound municipal services			
	Objective	Time Frame	Progress Details (Jan 1 – Mar 31, 2021)
5.1	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 2020-2021	<ul style="list-style-type: none"> PW - awarded Economic Development Assistance (EDA) grant for the Silver Creek Raw Water Line in 2018. Project kick-off complete. Easement evaluation complete. PW - Staff identified a package water treatment plant in 2017 that could be utilized within the existing site of city-owned property; saving the City significant funds. RFP for engineering

			<p>services issued in September 2020.</p> <ul style="list-style-type: none"> • PW - Staff discussed grant application with City Council in July 2020 and will apply for grant funds for an ASR feasibility study by October 15, 2020.
5.2	Develop funding plan and timeline for replacement of water treatment plant #1.	FY 2020-2021	<ul style="list-style-type: none"> • PW - RFP for Engineering closes October 5, 2020.