

**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**

	<b>Objective</b>	<b>Time Frame</b>	<b>Progress Details (July 1 - Sept. 30, 2020)</b>
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"> <li>• 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.</li> <li>• SCYP partnership will address climate action planning component of strategic plan in Winter 2019. Report planned for March 2020 work session.</li> <li>• SCYP presentation cancelled due to COVID-19. Report planned for August</li> </ul>

			<p>2020 Work Session.</p> <ul style="list-style-type: none"> <li>• Strategic planning funds allocated in FY2020-2021 Budget.</li> <li>• 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.</li> </ul>
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<b>Goal 2: Identify new means and methods for public outreach, communication and participation</b>			
	<b>Objective</b>	<b>Time Frame</b>	<b>Progress Details (July 1 - Sept. 30, 2020)</b>
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"> <li>• Communications Team continues to update website and provide a social media presence. Updating website and publications with new high resolution photos.</li> <li>• Communications Team is working with CC-Media to produce a “How to Read Your Water Bill” educational video.</li> <li>• PW - Projects pages updated for FY21.</li> <li>• PW Standards were posted in searchable format on the City’s website.</li> </ul>
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"> <li>• Citizen Involvement Committee (Planning Commission) to review at November or December 2020 meeting.</li> </ul>

**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)**

	<b>Objective</b>	<b>Time Frame</b>	<b>Progress Details (July 1 - Sept. 30, 2020)</b>
3.1	<p>Continue planning for and build new Police Station within two (2) years, with plans to incorporate City Hall within seven (7) years to include:</p> <ul style="list-style-type: none"> <li>• Develop construction funding plan</li> <li>• Conduct facility needs assessment for civic center/city hall</li> <li>• Consider economy of scale by developing both facilities at the same time vs separate construction</li> <li>• Hire architectural firm to create conceptual ideas up to and including final full scale all-encompassing civic building with interconnection and design</li> <li>• Develop Master Plan (City Hall/Police Station/Park)</li> <li>• Enhance section on website to inform public of progress (to include photos and graphics) and solicit ideas for redevelopment</li> </ul>	FY 2020-2021	<ul style="list-style-type: none"> <li>• Weekly Project Team meetings with staff at Mackenzie Engineering, Inc. are ongoing.</li> <li>• July 2020 – Mackenzie Engineering Inc. presented the results from the community survey and cost estimates for three design options.</li> <li>• August 2020 – City Council approved the floor plan and perspectives/elevations for the Civic Center.</li> <li>• PW – Soils Analysis completed.</li> </ul>
3.2	<p>Finalize the updated Transportation Master Plan and begin implementation.</p>	FY 2020-2021	<ul style="list-style-type: none"> <li>• CD - Planning Commission held a public hearing and recommended adoption on July 14, 2020.</li> <li>• PW/CD - City Council held a public hearing on August 3, 2020 and September 14, 2020.</li> <li>• PW/CD - Adoption anticipated October 2020.</li> </ul>
3.3	<p>Revisit SDC methodology for transportation, water, waste water and storm water.</p>	FY 2020-2021	
3.4	<p>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 corridors including N. James and Western Streets. This includes staff</p>	FY 2020-2021	<ul style="list-style-type: none"> <li>• Safe Routes to School application for James St submitted July 2020.</li> <li>• PW/CD - Marion County submitted sidewalk infill grant for Grant/Western August 2020 with letter of</li> </ul>

	working with Marion County on a jurisdictional transfer.		<p>recommendation from City.</p> <ul style="list-style-type: none"> <li>• PW - Transportation Growth Management Grant for Active Transportation Plan submitted July 2020.</li> <li>• PW - ARTS/ODOT (Safety funds on major corridors) funding analyzed and determined City not highly competitive, no application.</li> </ul>
3.5	Complete Old Mill Park improvements.	FY 2020-2021	<ul style="list-style-type: none"> <li>• PW -To be addressed 4th Quarter per City Manager.</li> </ul>
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"> <li>• PW – In active construction through December 2020.</li> <li>• Project remains on time and budget.</li> </ul>
3.7	Improve streetscape and multi-modal connections to South Water Street.	FY 2020-2021	<ul style="list-style-type: none"> <li>• PW -ODOT Project – 30% Design complete.</li> </ul>
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"> <li>• PW - Slope stability monitoring system complete for next five (5) years.</li> </ul>
3.9	Improve pavement condition of Second Street from the railroad tracks to Jefferson Street.	FY 2020-2021	<ul style="list-style-type: none"> <li>• PW -To be addressed 2<sup>nd</sup> Quarter per City Manager approval of department work plan.</li> </ul>
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	
3.11	Evaluate and determine the future use of Pettit Property.	FY 2020-2021	<ul style="list-style-type: none"> <li>• 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 park improvements.</li> <li>• Staff was informed in September 2020 that OPRD Local Government Grant grants are on hold until Fall lottery</li> </ul>

			forecast and potentially Winter lottery forecast.
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"> <li>Joint meeting with the City Council and Planning Commission has been scheduled for October 19, 2020.</li> </ul>
3.13	Develop the housing strategy implementation plan.	FY 2020-2021	<ul style="list-style-type: none"> <li>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.</li> </ul>
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"> <li>PW - Formal funding announcement anticipated October 2020. City has obligated \$15,000 match.</li> </ul>
3.15	Apply for a feasibility grant in order to study the viability of an Aquifer Storage Recovery (ASR) with the City of Mt. Angel and move forward if the application is successful.	FY 2020-2021	<ul style="list-style-type: none"> <li>PW - Staff is working with stakeholders and will submit a grant feasibility request by October 2020 deadline.</li> </ul>

<b>Goal 4: Implement policies and programs to maintain safety and quality of life</b>			
	<b>Objective</b>	<b>Time Frame</b>	<b>Progress Details (July 1 - Sept. 30, 2020)</b>
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"> <li>BLI and Housing Needs Analysis final documents are prepared.</li> <li>Adoption in process.</li> <li>Received funding assistance from DLCD to implement affordable housing strategies. Kickoff meeting held Sept 21, 2020.</li> </ul>
4.2	Further develop and implement strategies for supporting homeless outreach in the community.	FY 2020-2021	<ul style="list-style-type: none"> <li>The Homeless/Housing Task Force met on September 16, 2020 to further refine a community survey to help determine the most appropriate</li> </ul>

			community based solutions to address homelessness and housing instability in the community. It is anticipated the survey will be released in October.
4.3	Consider ordinance setting out smoke-free downtown area.	FY 2020-2021	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
4.4	Examine means and methods for increasing street trees in areas that lack them.	FY 2020-2021	
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"> <li>• 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.</li> <li>• 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.</li> </ul>
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"> <li>• CD staff reached out to the property owner of the vacant corner lot of Westfield and McClaine who has</li> </ul>

			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"> <li>• PW - Parks Master Plan on hold until Parks &amp; Recreation District determined per City Manager.</li> </ul>
4.8	Update development code with long-term environmental impacts in mind.	FY 2020-2021	
4.9	Explore the geographic expansion of transit service.	FY 2020-2021	<ul style="list-style-type: none"> <li>• Drafting RFP for study.</li> </ul>
4.10	Develop and adopt a Bike Master Plan.	FY 2020-2021	<ul style="list-style-type: none"> <li>• This project was not funded this year. PW - Transportation Growth Management Grant for Active Transportation Plan submitted July 2020.</li> </ul>

**Goal 5: Provide efficient and fiscally sound municipal services**

	<b>Objective</b>	<b>Time Frame</b>	<b>Progress Details (July 1 - Sept. 30, 2020)</b>
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"> <li>• PW - awarded Economic Development Assistance (EDA) grant for the Silver Creek Raw Water Line in 2018. Project kick-off complete. Easement evaluation complete.</li> <li>• 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 services issued in September 2020.</li> <li>• 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.</li> </ul>

5.2	Develop funding plan and timeline for replacement of water treatment plant #1.	FY 2020-2021	• PW - RFP for Engineering closes October 5, 2020.
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