



1: ENHANCING A LIVABLE REGION

In 2040, the greater Newport area is an enterprising, livable community that feels like home to residents and visitors alike. We have carefully planned for growth, with well-maintained infrastructure, affordable housing for all income levels, robust public transportation, diverse shopping opportunities, and distinct, walkable districts and neighborhoods.

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Developable Land				1 Ensure an adequate supply of buildable land by encouraging redevelopment of underutilized properties and extending infrastructure to vacant land.		
R				Notes		
P						
Mixed-Use Development				2 Promote mixed-use neighborhoods in appropriate areas of the city, incorporating a blend of commercial uses, employment, and residential development that create a distinct sense of place.		
R				Notes		
P						
				3 Design these neighborhoods to be oriented around streets that are well integrated with local transit, are ADA Accessible, and accommodate "active transportation" such as cycling, walking, and rolling.		
R				Notes		
P						
Housing Supply				4 Increase supplies of affordable and workforce housing, including rentals and for sale units at prices that are accessible to a broad range of the general public.		
R				Notes		
P						
				5 Implement incentives to lower development costs and encourage construction and renovation of an array of housing types to augment the supply of affordable, quality, energy-efficient units.		
R				Notes		
P						
Balanced Approach to Second Homes & Vacation Rentals				6 Assess the growth and distribution of second homes and vacation rentals across the city and take actions that may be required to mitigate adverse impacts on neighborhoods and the community.		
R				Notes		
P						
Understanding Impacts of Seasonal Housing				7 Gain a better understanding of the impacts that seasonal housing, including second homes and vacation rentals, has on the availability and affordability of housing and the provision of public services within the community. Undertake actions to mitigate identified impacts.		
R				Notes		
P						

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
City Wide Beautification				8 Promote citywide beautification, generating a fresh yet familiar look for Newport through streetscaping, improvements to building façades, and ocean friendly landscaping.		
R	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Transportation Corridors				9 Revitalize Highway 101 and Highway 20 in and around Newport to serve as attractive gateways to the community.		
R	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
				10 Engage the State of Oregon and community partners to identify bridge alternatives and future street and highway improvements that meet local needs while mitigating congestion and accommodating future growth and increased traffic.		
R	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
City Center Revitalization				11 Develop a City Center improvement strategy that expands options for living, shopping, working, and dining in the area by promoting walkability, mixed-use development, and refurbishment of historic buildings.		
R	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Public Transit Improvements & Expansion				12 Develop targeted improvements to the local transit system, including better scheduling and signage and plans for future system expansion.		
R	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
				13 Work with Lincoln County to upgrade bus service in Newport and surrounding areas, with improved routes and more frequent service.		
R	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
				14 Develop and promote transit as a robust and reliable alternative to driving within the greater Newport area.		
R	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Pedestrian & Bicycle Amenities				15 Work to improve the safety of pedestrians and bicyclists throughout Newport.		
R	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
				16 Plan, fund, and develop improvements to pedestrian and bicycle amenities in strategic areas of the city, including sidewalks, crosswalks or overpasses, “traffic calming,” bike racks, and planned pedestrian and bicycle routes.		
R	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Notes		
P	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
				17 Maintain and expand the multiuse path and trails system.		
R				Notes		
P						
Strategic Infrastructure Investments				18 Maintain and upgrade local infrastructure within available funding.		
R				Notes		
P						
				19 Pursue strategic investments and partnerships to adequately meet the needs of the community as it grows and develops.		
R				Notes		
P						
Telecommunication Technology				20 Promote universal, high-speed Internet access throughout the city.		
R				Notes		
P						
				21 Embrace and work to expand community and business access to new telecommunication technologies.		
R				Notes		
P						



2: PRESERVING & ENJOYING OUR ENVIRONMENT

In 2040, the greater Newport area lives in harmony with its coastal environment. Our ocean, beaches and bay, natural areas, rivers and forests sustain and renew us with their exceptional beauty, bounty, and outdoor recreation. We retain our connection to nature, protecting our land, air, water, natural habitats and biodiversity, and promoting more sustainable ways of living.

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Environmental Partnerships				1 Partner with local environmental organizations and agencies to expand and strengthen programs to protect and restore natural areas and resources and preserve environmental quality.		
R				Notes		
P						
				2 Prioritize conservation of significant open spaces and natural resource areas, including beaches and headlands, midcoast watersheds, the Yaquina Bay Estuary, rivers, streams, forests, and fish and wildlife habitat.		
R				Notes		
P						
Sewer & Stormwater Management				3 Maintain, upgrade, and modernize stormwater and sewer infrastructure to reduce overflows, keep our waterways and beaches clean, and minimize flooding in a manner that is both fiscally responsible and environmentally friendly.		
R				Notes		
P						
Green Development				4 Expand the number of healthy, energy- and resource-efficient buildings and places in the greater Newport area.		
R				Notes		
P						
				5 Promote and incentivize environmentally responsible, resource-efficient building and development techniques, including onsite stormwater management, permeable pavement, energy-efficient buildings, ecological landscaping, and native plantings.		
R				Notes		
P						
Parks & Recreation Needs				6 Engage the community in identifying priorities and future needs related to open space, trail, and park and recreation assets.		
R				Notes		
P						
				7 Make recommendations for future park upgrades, planning, and development, paying particular attention to funding upkeep and maintenance.		
R				Notes		
P						

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Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Integrated Shared-Use Trail System				8 Develop an integrated trail system, accommodating multiple uses, that connects neighborhoods, visitor destinations, open spaces, and natural areas.		
R				Notes		
P						
				9 Establish a City trail-building program that provides opportunities for volunteer involvement.		
R				Notes		
P						
Renewable Energy				10 Increase the use of renewable energy and achieve energy independence in the greater Newport area, harnessing a combination of alternative renewable energy sources and technologies.		
R				Notes		
P						
Comprehensive Recycling & Reduced Waste				11 Target the greater Newport area to achieve the highest rate of recycling of any city in Oregon through source reduction, reuse, recycling, composting of food waste, and curbside glass recycling.		
R				Notes		
P						
Climate Action Plan				12 Develop a comprehensive public-private climate action plan to lessen the greater Newport area's contribution to climate change, as well as to mitigate the impacts of climate change on the community itself.		
R				Notes		
P						



3: CREATING NEW BUSINESSES & JOBS

In 2040, the greater Newport area collaborates to create economic opportunities and living wage jobs that help keep Newport dynamic, diverse, and affordable. Our economy is balanced and sustainable, producing living wage jobs in the trades and professions, while supporting new startup companies and small businesses based on local talent, entrepreneurship, ideas, and resources.

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Industry Recruitment				1 Working with federal, state and local economic development organizations, promote recruitment of selected industries to the area that align with the greater Newport area's strategic vision, offer living wage jobs, and support the community's quality of life.		
R				Notes		
P						
Expanded Working Waterfront				2 Leverage our maritime industries and marine-related assets to expand and diversify the capacity of marine businesses, including full utilization of the International Terminal.		
R				Notes		
P						
				3 Support innovation and new markets in sustainable fisheries by leveraging new technologies and partnering with the science community.		
R				Notes		
P						
Science Economy Expansion				4 Expand Newport's science and marine economy, promoting it nationally and internationally as a hub for scientific research, ocean observation, education, and conservation activities.		
R				Notes		
P						
				5 Link OSU's Marine Studies Initiative and the area's marine economy into economic development planning.		
R				Notes		
P						
Small Business Development				6 Expand training and education for small business development and entrepreneurial skills, including resources for artists, craftspeople, trades, and technology startups.		
R				Notes		
P						
Green & Sustainable Business				7 Promote and support businesses in the greater Newport area that use and market green and sustainable technologies, materials, and products.		
R				Notes		
P						

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Living Wage Jobs				8 Support and retain existing local businesses.		
R				Notes		
P						
				9 Partner with new and existing businesses to grow jobs that provide living wages.		
R				Notes		
P						
Tourism Diversification				10 Diversify Newport's tourist industry by promoting expansion of ecotourism as well as interpretive programs based on Newport's maritime industries.		
R				Notes		
P						
				11 Promote the greater Newport area as a major arts and cultural destination.		
R				Notes		
P						
				12 Develop new attractions, festivals, and marketing to sustain tourism through the shoulder season.		
R				Notes		
P						
Airport Improvements				13 Maintain and enhance the Newport Municipal Airport as a viable community asset that can support business growth and development and improve access to and from the community.		
R				Notes		
P						
				14 Work with local, state, and federal partners to develop a model for sustainable commercial air service.		
R				Notes		
P						
Diversified Agricultural Economy				15 Cultivate a diversified agricultural economy that addresses environmental sustainability, community health, and the elimination of hunger.		
R				Notes		
P						
				16 Promote the production, marketing, and direct sales of seafood, wood, and local agricultural products.		
R				Notes		
P						

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Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Permanent Farmers Market				17 Create a permanent home for a year-round farmers market with expanded hours and business acceleration opportunities for food, beverage, and agriculture related startups.		
R				Notes		
P						



4: LEARNING, EXPLORING, & CREATING NEW HORIZONS

In 2040, the greater Newport area takes pride in our community's education, innovation, and creativity, helping all our residents learn, grow, and thrive. Our schools are appropriately funded through diverse means of support to meet the highest standards of educational achievement. Our college and university prepare students for rewarding lives and productive careers. The arts and opportunities for creative expression and learning are high quality, diverse, and available and accessible to everyone.

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Art in Public Spaces				1 Integrate the arts as a key element of the city's identity, expanding the presence of public art throughout the community.		
R				Notes		
P						
Funding for Schools				2 Develop creative, diverse, and alternative sources of funding for educational facilities, classes, programs, and extracurricular activities in the greater Newport area schools, including consideration for pre-K and early childhood education.		
R				Notes		
P						
Schools & Local Talent				3 Promote increased partnerships between schools and local talent, including scientists, artists, and crafts and tradespeople who share their knowledge with area classes and students.		
R				Notes		
P						
Bilingual Education				4 Establish bilingual educational programs (English and Spanish) in area schools to promote better integration and improved achievement of all students.		
R				Notes		
P						
				5 Increase the diversity of teachers and administrators to be more representative of student demographics.		
R				Notes		
P						
Expanded & Integrated Higher Education				6 Support OCCC in gaining accreditation and expanding its offerings, including workforce education and the trades.		
R				Notes		
P						
				7 Encourage K-12, community college, professional, and noncredit education partnerships that promote pathways to marine educational programs at OSU's Newport campus.		
R				Notes		
P						

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
School-to-Work Programs				8 Work with local schools, OCCC, OSU, and employers to develop a School-to-Work program for students, training and certifying them to fill the needs of local employers and the job market.		
R				Notes		
P						
Vocational Technology & STEM Programs				9 Expand vocational tech and science, technology, engineering and mathematics (STEM) education, including K-12, OCCC, and OSU, and offering classes, training, and certification for marine sector and other jobs.		
R				Notes		
P						
Expanded & Upgraded Arts Footprint				10 Invest in improvements to performing and visual arts venues, including the Performing Arts Center and Visual Arts Center, to increase their capacity to accommodate arts and cultural events.		
R				Notes		
P						
				11 Increase the availability of, and access to, lower cost venues and performances while supporting new, innovative opportunities, including workshops, film, and student work.		
R				Notes		
P						
				12 Expand outdoor summer arts offerings such as music and theater.		
R				Notes		
P						



5: IMPROVING COMMUNITY HEALTH & SAFETY

In 2040, the greater Newport area is safe and healthy, equitable and inclusive, resilient and always prepared. We volunteer, help our neighbors, and support those in need. All of our residents, including families and children, young people and seniors, find the support and services they require, including excellent, affordable and accessible healthcare and childcare.

City Role (R)	1) Lead 2) Partner 3) Support		
Priority (P)	1) High 2) Medium 3) Low		
	1	2	3
Affordable & Accessible Healthcare	1 Work to improve access to and affordability of healthcare for all in the community through improved healthcare facilities, education, and preventive services.		
R			
P			
Medical Professionals & Specialists	2 Recruit and retain more health care providers and medical professionals in the community, including medical specialists in pediatrics, geriatrics, mental health, chronic diseases, services for veterans, and the prevention and treatment of addiction.		
R			
P			
Expanded Mental Healthcare	3 Expand mental health services in the area, including improved community education, prevention, and counseling services, as well as trauma-informed care that diagnoses and treats the mental health impacts of traumatic life experiences.		
R			
P			
Multilingual Social Services	4 Develop a multilingual center that provides translation services and accommodates key State, County, and City social services under one roof, including assistance with employment, physical health, mental health, rehabilitation, education, nutrition, legal, and financial education.		
R			
P			
Childcare	5 Increase the number and capacity of quality accredited childcare facilities and staff in the region and make childcare more accessible and affordable for all families.		
R			
P			
Eldercare	6 Work toward meeting the need for quality and affordable eldercare facilities in the greater Newport area.		
R			
P			
Improvements to Foster Care	7 Study and make recommendations to address the area's foster care challenges, including causes, solutions, and prevention.		
R			
P			

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
				8 Increase the number and quality of foster homes, while implementing preventive approaches that will help divert more children from entering the foster care system.		
R				Notes		
P						
All-Weather Facilities & Activities				9 Develop new recreational and community facilities, including indoor spaces for sports, family and cultural celebrations, classes, youth programs, and other affordable recreational and social activities that are accessible during evenings and the rainy season.		
R				Notes		
P						
Preventing & Reducing Homelessness				10 Implement proactive solutions that expand services and resources for the homeless, including homelessness prevention programs.		
R				Notes		
P						
				11 Improve and expand programs and partnerships to help move the area's homeless population from homelessness to housing.		
R				Notes		
P						
Access to Healthy Food				12 Improve community food security by addressing issues of availability, accessibility, and affordability of healthy food.		
R				Notes		
P						
				13 Target food security programs for underserved communities.		
R				Notes		
P						
Disaster Preparedness				14 Expand disaster preparedness and self-reliance programs and activities, focusing on neighborhood level organizing, and including multilingual information, training, and assistance.		
R				Notes		
P						
Proactive Police & Fire Services				15 Support police and fire services in meeting and addressing growth and changing community needs.		
R				Notes		
P						
				16 Support improved community policing practices.		
R				Notes		
P						

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Improved Service Coordination				17 Enhance coordination among social services, non-profits, and faith-based institutions to provide integrated, comprehensive support to residents of our community experiencing poverty, hunger, social isolation, homelessness, addiction, domestic violence, and related issues.		
R				Notes		
P						



6: FOSTERING COLLABORATION & ENGAGEMENT

In 2040, the greater Newport area's local governments and public agencies, schools and higher educational institutions, businesses, local employers, and nonprofits, community groups, faith based institutions, and residents work together as true partners in our shared future. Governments reach out to engage and listen to residents, involve them in important plans and decisions, and collaborate for a better community in a rapidly changing world.

City Role (R)	1) Lead 2) Partner 3) Support		
Priority (P)	1) High 2) Medium 3) Low		
	1	2	3
Community Engagement	1 Develop new avenues for greater Newport area residents and businesses to engage and participate in the development of City plans and policies, and to contribute to the decision-making process, taking into consideration available staff time and resources.		
R			
P			
Youth Involvement	2 Work through the schools, OCCC, and OSU to involve more young people in current affairs and community issues, local government, volunteerism, long-range planning, and City decision-making.		
R			
P			
Retiree Involvement	3 Encourage area retirees to become more active in civic life, contributing their skills, time, energy, and resources to address community needs, mentor young people, and promote their own health and engagement.		
R			
P			
Culturally Competent & Inclusive Outreach	4 Develop new forms of culturally competent outreach, such a Spanish-language publications and PSAs, to reach out to and involve the entire community.		
R			
P			
	5 Develop community forums that bring people of different backgrounds and cultures together to discuss issues and share solutions.		
R			
P			
Model Communities	6 Research the best practices of other communities that have been successful in implementing vision plans and strategic community objectives and learn from their successes.		
R			
P			
Collaboration & Partnerships	7 Sustain positive relationships and high levels of civic collaboration between public, private, faith-based, civic, and community-based organizations and the community at large.		
R			
P			

City Role (R)				1) Lead	2) Partner	3) Support
Priority (P)				1) High	2) Medium	3) Low
	1	2	3			
Volunteerism				8 Cultivate the community's spirit of collaboration and engagement to create meaningful opportunities for public involvement and volunteerism for all ages.		
R				Notes		
P						
Transparency & Communication				9 Encourage and support continued open communication, transparency, and accountability on the part of City leaders and staff.		
R				Notes		
P						
Vision-Focused Council & Community				10 Promote key elements of Greater Newport's 2040 Vision through the Newport City Council, City staff, and community champions who engage with community partners.		
R				Notes		
P						
				11 Ensure the vision informs ongoing public processes, planning, and decision-making.		
R				Notes		
P						