





## CITY COUNCIL GOALS FOR THE 2015-2016 FISCAL YEAR

### Annual Goal Setting Session – February 23, 2015

### Proposed Goals – March 2, 2015

### Public Hearing and Adoption of Goals – March 16, 2015

#### **Introduction**

The Newport City Council met in an annual goal setting session on Monday, February 23, 2015, beginning at 9:00 a.m. and concluding at 4:00 p.m. The meeting was held in the City Council Chambers located in City Hall at 169 SW Coast Highway. The Council reviewed the Mission Statement, heard presentations on departmental goals, advisory committee goals, citizen goals, plus reviewed the Infrastructure Task Force recommendations, and reviewed various plans and documents in order to identify potential future goals for the City to pursue in the next fiscal year and beyond.

Furthermore, the City Council discussed the visioning effort that was completed in February 2005 that involved major institutional players within the City of Newport. The Council requested a report from the City Manager at the April 6, 2015, City Council meeting. This report will discuss possible approaches and will likely recommend that a working committee be established to evaluate various options on proceeding with this effort.

Throughout the course of the Goal Setting Session, Councilors identified various projects or goals that the City Council would like considered in the upcoming budget for this next fiscal year. These issues were noted on 5 x 8 index cards by individual Councilors. Once the cards were collected they were organized into various groupings for the Council's review. Councilors were provided with 14 stickers, which could be placed on 14 items that were identified through the course of the work session to determine overall Council priorities. Those items that were identified by 3 or more Councilors as a priority have been included as Council Goals for the 2015-2016 fiscal year. Other ideas mentioned during the Goal Setting Session are also listed for informational purposes. Please note that the specific goals by the City Council may include some goals that were identified as priorities by the departments.

At the March 2, 2015, City Council meeting, the Council formally proposed goals for the 2015-16 Fiscal Year, and requested public comments on the proposed goals. On March 16, 2015, following a public hearing, the City Council will adopt the Departmental Goals and the City Council proposed goals.

As part of the upcoming budget process, the budget message from the City Manager will detail how these goals have been addressed, or not addressed in the proposed budget for the fiscal year beginning July 1, 2015 and ending June 30, 2016. The Budget Committee can evaluate the City Manager's proposed budget and make any modifications to reflect the wishes of that body.

## **2015-2016 City Council Goals**

*The Goals prioritized by the City Council are identified by the numbered items (i.e. 1.1, 1.2). The number within parentheses indicates the number of Councilors who identified this item as a priority in the Goal Setting process.*

### **1.0 City Operations**

- 1.1 Create an online dashboard that would include the financial reporting on project costs and schedules for Public Works projects (3).
- 1.2 Proceed with the discussion of regionalization of the Newport Municipal Airport with various stakeholders (3)

#### **Other items identified by the Council during the goal setting session:**

- Pursue better use of the City's Advisory Committees.
- Work towards the accreditation of the 60+ Center.
- Extend Wi-Fi to serve the hangars at the Newport Municipal Airport.
- Proceed with efforts to identify the needs for managing the Airport with a Fixed Base Operator.
- Create a fee schedule for the City of Newport including the Airport operations.
- Extend sewer to the Airport.
- Reserve funds for long term needs for the City owned facilities.
- Review and revise the City's purchasing and contracting procedures.
- Strengthen the City's shut-off water policy.
- Notify landlords of late water payments.
- Eliminate sending out bills to those who have paid for services in advance.
- Explore a fair reduction in residential water rates through a water rate study.
- Shift more of the use of the room tax to offset City expenses caused by visitors, rather than use for Destination Newport.
- Implement a purchase order system for the City Of Newport.
- Review policies for the collection of utility bills.
- Collaborate with the County on sharing of services.
- Create a rainy-day fund for the City Of Newport.
- Create reserve funds in various City departments.
- Conduct a City-wide salary survey (1).
- Purchase and install permanent video cameras in the Council Chambers for televising meetings.
- Develop requirements that conduits are laid for fiber optic service lines anytime streets are opened up for reconstruction.
- Purchase and implement a web-based scheduling program.
- Consider the provision of a community fiber option for Newport citizens.
- Continue with efforts to develop public on-line services for the City Of Newport.

- Create a long-term IT Master Plan and strategic plan.
- Increase citizen input through social media.
- Install security cameras for all City facilities, both inside and outside.
- Create a centralized calendar in IT for all City meetings (1).
- Proceed with a paperless Council meeting documents (2).

## **2.0 Facilities & Infrastructure**

**2.1** Install Street lights for the Newport Library (5).

**2.2** Proceed with the replacement of an HVAC system at City Hall (3).

**2.3** Move forward with Stage 2 of the Library Strategic Plan (3).

**2.4** Develop a long-term financing plan for City facilities and begin funding that plan (3).

### **Other Items Identified by the Council during the Goal Setting Session:**

- Hire a conductor to do an evaluation of all City facilities (2).
- Renovate the elevator at the Library.
- Provide funding for the development of a teen area at the Newport Library.
- Extend public infrastructure around the Airport to facilitate future private development (2).
- Establish a ground communications outlet for Newport Municipal Airport (1).
- Redevelop the entryways and vestibules at the 60+ Center, the Recreation Center and the Aquatic Center.
- Create dedicated parking for the Senior Center.
- Renovate the Visual Arts Center doors.
- Pursue a strategy for capturing rain water and storing the rain water for drinking water purposes.
- Proceed with efforts to take over the Seal Rock Water services within the City.
- Retrofit existing water storage tank for seismic activities.
- Repair the dams once the evaluation project is completed (1).
- Reinstate fluoride in the City's water system (1).
- Increase funding for wastewater services to address elements such as the 9<sup>th</sup> Street grinder.
- Replacement of sewer lines, updates on 28 pump stations.
- Improve staffing levels and equipment for the Wastewater Department.
- Consider moving forward with a bond measure that would offer relief to water and sewer customers in rates.
- Continue to work on storm sewer, water and sanitary sewer master plans.
- Conduct a water and sewer infrastructure rate study.
- Request that the County jail install a sewage grinder to reduce failures at City pump stations (1).

- Use tourist tax dollars to help with the increase demand that tourists place on wastewater treatment facility (1).
- Review the sustainable funding for wastewater services (2).
- Utilize small irregular pieces of City owned land for small landscaping areas.
- Identify park maintenance requirements and any evaluation of our existing park infrastructure as part of a master planning process.
- Utilize more room tax dollars to fund park maintenance and City beautification efforts.
- Work with the State Urban Forester, Tree City USA and others to write a Newport tree ordinance that further ours designation as a tree city.
- Investigate endowment funding for park maintenance.
- Establish a capital reserve fund for parks.
- Create a park assessment to adequately fund repairs and preventative measures within the City use park systems.
- Create financial efficiencies through integrating the Recreation Center with the new Aquatic Center.
- Improve the emphasis on park maintenance (1).
- Find a solution for parking a City Hall campus.
- Place lighted pedestrian crossing signs on Highway 101 at designated crosswalks.
- Finish a sidewalk plan for NW 6<sup>th</sup> Street, since this street is used heavily by mounds of strollers and skateboarders.
- Construct a sidewalk from the Bay Front to the Hospital.
- Extend pedestrian improvements including crossing lights on US Highway 101 in South Beach.
- Dedicate sufficient funding for storm water improvements throughout Newport.
- Establish reserve funds for City owned buildings.
- Use assessments for funding facilities.
- Demolish the former wastewater building.
- Proceed with the use of City staff for maintenance of exterior restrooms throughout the City.

### **3.0 Community Development**

**3.1** Pursue City beautification with flower plantings, stronger code enforcement, annexation of certain South Beach properties, and billboard ordinance modifications (6).

**3.2** Proceed with an update of the City of Newport's Parks Master Plan (5).

**3.3** Make a concerted local effort, involving the building owners and lot owners in the City Center to repair their buildings (3).

**3.4** Encourage economic development by being friendly to small businesses and finding ways to make Newport a better place for small business success (3).

**3.5** Create a larger more prominent display for Coast Guard memorabilia within the City of Newport (3).

**Other items identified by the Council during the goal setting session:**

- Use low maintenance plants that do well on the coast for neighborhood beautification projects.
- Work with the Chamber, businesses and property owners to promote a City-side beautification effort.
- Rejuvenate the City Center through public and private partnerships to create housing, Farmer's Market, Kids Programs, small businesses and a hotel.
- Pursue beautification for City Center.
- Beautify the City Park System.
- Rewrite ordinances to improve the enforcement of blight and unsafe structures, making enforcement more efficient and faster.
- Attract people in businesses to our community by being attractive, with high quality of life.
- Consider shifting advertisement dollars to make Newport a more desirable place to be (1).
- Work with the County Economic Development Agency to recruit businesses to move to Newport (1).
- Partner with the Chamber of Commerce and add a full-time Economic Development Director (2).
- Move the National Guard to the Airport (2).
- Find a long-term home for the Farmer's Market in the City Center (1).
- Recruit businesses to locate at and around the Airport.
- Continue to support growth and maintenance of public art.
- Utilize Yaquina Bay State Park, similar to Shore Acres State Park in Coos Bay with a major seasonal display to attract tourists to Newport.
- Develop more half marathons though out the course of the year.
- Create a plan for a potential mountain bike trail near the City Reservoir.
- Develop a reserve fund to help pay for a new Parks Master Plan.
- Conduct more mountain bike events.
- Create a comprehensive marketing plan for the Newport Municipal Airport.
- Include a member of the Newport Chamber of Commerce on the City's Wayfinding Committee.
- Implement a water taxi system on Yaquina Bay.
- Restores the City's historic documents.
- Work to create harmony among Newport's various, diverse commercial and institutional employers.
- Provide more bus runs through the City's commercial area during the high volume tourist months.
- Celebrate the 50<sup>th</sup> year of our Sister City relationship with Mombetsu by installing a permanent monument on the City Hall lawn.

- Pursue the purchase of land south of City Hall for future parking and for public spaces for events such as the Farmer's Market.
- Provide tourism funding for smaller projects
- Conduct a vision and strategic plan for the OCCA, Performing Arts Center and the Visual Arts Center, similar to the efforts conducted by the Library last year.
- Pursue childcare options at OSU student housing.
- Develop a festival around the Coast Guard.
- Install a permanent marker honoring the City's relationship with the Coast Guard on the City Hall property.
- Further develop the City's relationship with the Coast Guard with recognitions, scholarships and discounts from businesses.
- Prepare for the regulation of recreational marijuana within the City of Newport.
- Adopt a "dark sky" ordinance (1).
- Review the municipal code regarding to maintenance of rental properties.
- Develop an ordinance requiring pedestrians to wear reflective clothing when walking after dark.
- Update the City's landscape ordinance provisions, including a list of hardy, low maintenance plants for coastal conditions.
- Develop a jay-walking ordinance.
- Evaluation the feasibility of a panhandling ordinance (2).
- Require a small irregular pieces of land for open spaces.
- Promote multi-family dwellings in the City, either through property tax incentives, SDC reductions, or other incentives.
- Provide the plan for the bike route with an ocean view.
- Update the Pedestrian-Bike Plan to support long-term transportation, making Newport a pedestrian-bike friendly City.
- Update and create neighborhood plans through visioning and strategic planning.
- Develop strategies for strategic property acquisition and sale of unneeded assets.
- Evaluate the impact of the current vacation rental ordinance, relating to the availability of long-term rentals within Newport.
- Make necessary changes to the zoning to facilitate workforce housing, and access all properties surrounded by the City.
- Work to make Newport affordable for families and working class people.
- Expand public transportation to student housing, OMSI, HMSC, the Aquarium, and others.
- Implement a credit or debit/payment plan for land use and building fees in the Community Development office.
- Maintain canyon green spaces and soil stability, placing concentration easements and steep canyons where development is unlikely (1).
- Consider putting parking meters in Nye Beach, the Bay Front and the Deco District.



- Create a unified theme for buildings in the Art Deco District, which runs from the bridge to Highway 20 (2).
- Consider acquisition and development of the Ark as a downtown theater, which would serve as an anchor for the City Center.
- Encourage adjacent properties to annex into the City (1).
- Work with the Housing Authority to create twenty new working class homes in Newport (1).

#### **4.0 Public Safety**

**4.1 Pursue the hiring of a Fire Prevention Officer/Emergency Manager (6).**

**4.2 Assign to the LINT Team (4).**

**4.3 Jointly fund a School Resource Officer with Lincoln County Schools (4).**

#### **Other Items Identified by the Council during the Goal Setting Session:**

- Create a Disaster Plan for the City's IT services.
- Create an Emergency Management Cost Center in the City budget.
- Integrate new technology into Fire apparatus, including computers.
- Establish a reserve fund for future purchases of apparatus in the Fire Department.
- Consider the purchase and installation of tsunami sirens.
- Reduce resources used for non-emergency/non-life threatening medical calls received by the Fire Department.
- Pursue accreditation for the City's Fire Department.
- Hire an outside consultant to develop current standards and operating guidelines for the Fire Department (1).
- Develop fees for false alarm responses (1).
- Limit the number of repeat calls for lift-assists by the Newport Fire Department (1).
- Update e-ticketing within the City Police Department.
- Develop strategies for attacking the homeless problem in Newport.
- Consider adding two or three additional officers to the Newport Police Department.
- Hire an ordinance officer for the Police Department.
- Relocate the entrance to the Police parking lot to the west, accessing US Highway 101 directly.
- Establish a reserve fund for future rolling stock (1).

#### **Explore the Development of a Community Vision for the City of Newport**

The City Council discussed the possibility of initiating a comprehensive community vision for the City of Newport. A successful community visioning process brings people together from various parts of the community to brainstorm and collect ideas as to what elements people would like in the City of Newport 15 or 20 years into the future. With this type of vision it would be important to review the City's Comprehensive Plan to make sure that the elements of the plan correspond with this overall vision and then adapt specific goals (both annually and multi-yearly) that will lead the community towards accomplishing elements included in this community vision. Utilizing a sports analogy, developing goals without a long-term vision is like trying to score a touchdown without knowing where the goal line is. Through a consensus of the City Council it was determined that a report should be provided by the City Manager at the April 6 City Council meeting to have a general discussion as to the various alternatives that could be utilized to develop a community vision for Newport. Furthermore, it was suggested that a work group be established to identify which options may best

