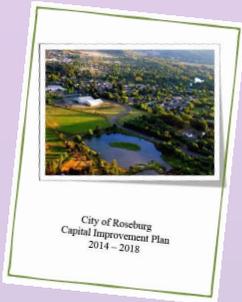


City Manager's Message

Winter is transition time for the City. We recently updated our five-year Capital Improvement Plan for consideration and adoption by Council which was completed in December.

The CIP outlines community and organizational priorities that help direct our investment of financial and human resources for our upcoming budget preparation for the next few years. Intermediate and long-range financial planning is a cornerstone to successful operations for any municipality. Winter time is when we concentrate our efforts on upcoming project work and budget resource allocation. It is also a time devoted to policy discussions and updates which can sometimes take a back seat during the



busy spring and summer maintenance and construction season.

This is an opportunity for me to thank all of the hardworking employees who provide services to our citizens and our community. They are the City's greatest asset and I have come to really admire

their hard work and dedication. This organization is built with a great foundation, and that is our work force! Thank you to each and every employee who helps make Roseburg a great place to live!

On February 25, 2013 City Council adopted Resolution No. 2013-2 which included five goals:

- Identify and Implement Long-Term Infrastructure Funding Mechanisms to Ensure the City can meet Long-Term Infrastructure System Sustainability
- Develop Strategies to Provide Long-Term Operational Stability and Sustainability
- Update and Implement the Urban Renewal Financial and Project Plan; Evaluate Establishment of Additional Urban Renewal Plan Area
- Citywide Beautification
- Define and Establish Business Friendly/Improved City Image

While these goals are in no particular order, each of them speaks to the commitment that our organization has to the future livability of Roseburg. We have made significant progress during the first ten months of work on these goals, but there

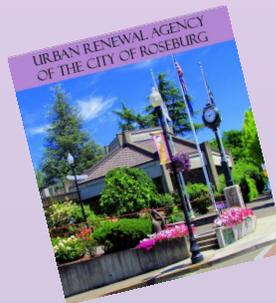
is much work yet to be done. In the next few months we will be presenting Council with detailed options to consider as we complete the final five years of our existing Urban Renewal Plan. The Plan will encompass project spending of about \$3 million in each of the next five years. Urban Renewal is a primary funding source for infrastructure, but the current plan will expire in September

2019. We will be exploring options with Council as to whether it will be appropriate to establish a new urban renewal area for the future.

Many projects are funded through our Storm Drainage Utility and Water Utility. We are working on designs for storm projects in the Harvard Avenue/Balf Street



area and a flood mitigation project as part of the Stewart Parkway improvement from Valley View Drive to Harvey Avenue. The Balf area improvement will be done over a two-year period and will likely cost in the neighborhood of \$2 million. We are coordinating this work with RUSA to make sure all of our project work does not conflict with a future sewer improvement



City Manager's Message

project. The Stewart Parkway project is a component of a larger project that will also provide transportation and ADA sidewalk improvements. In addition, we anticipate spending almost \$2 million on water-line improvements, primarily related to transmission piping around the City's primary reservoir system.

We will be providing Council with options to consider relating to operational and infrastructure sustainability. We will look at efficiencies in the system as well as potential revenue sources that are not currently in place. As always, providing a balance between the levels of service our community expects and our ability to pay for the services is our primary concern.



Council's goals included a citywide beautification goal and establishment of business friendly/improved City image. We are working hard to provide a high level of service and customer service to our constituents and have looked at simplifying some of our processes. We recently restructured our business registration process to



make it more efficient and user friendly, and we are looking at our system development charges to make them more understandable for the development community. We will be working to amend our Land Use and Development Ordinance this year to better reflect development standards and requirements necessary to meet Roseburg's needs. We will be looking at reinstating a code enforcement employee to help deal with neighborhoods' concerns regarding code violations, from nuisances to dangerous structures and fire hazards.

As to the beautification goal, we all desire to have a clean and beautiful City. This is a responsibility for everyone. Important components are the advocacy of high standards for community involve-



ment, personal responsibility, cleanliness, maintenance and attractiveness, promoting community pride and involvement through beautification projects and events. Through the formation of partnerships with volunteers, residents, community based and non-profit organizations, much can be accomplished toward that goal. The City will do its part by evaluating and improving its assets. Let's all help out.

All of us are in this business to make Roseburg a better place for all of our citizens. We look forward to working with Council, local business, volunteers and Staff to see that we accomplish the Council goals and continue to make Roseburg a better place to live, work and play.

Respectfully,

C. Lance Colley
City Manger

