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## AGENDA

### SPECIAL MEETING OF THE ROSEBURG CITY COUNCIL PUBLIC SAFETY CENTER UMPQUA ROOM, 700 SE DOUGLAS

TUESDAY, JANUARY 27, 2015  
4:00 p.m.

#### CALL TO ORDER

Mayor Larry Rich

#### City Councilors

Alison Eggers  
Marty Katz

Ken Fazio  
Lew Marks

Victoria Hawks  
John McDonald

Steve Kaser  
Tom Ryan

#### DISCUSSION ITEM

1. Goal Setting

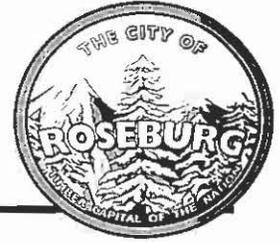
#### GOOD OF THE ORDER

#### ADJOURNMENT

#### \*\*\* AMERICANS WITH DISABILITIES ACT NOTICE \*\*\*

Please contact the City Recorder's Office, Roseburg City Hall, 900 SE Douglas, Roseburg, OR 97470-3397 (Phone 541-492-6866) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

# ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



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## 2015 GOAL SETTING

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**Meeting Date:** January 27, 2015  
**Department:** Administration  
***www.cityofroseburg.org***

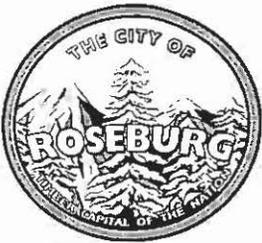
**Agenda Section:** Special Meeting  
**Staff Contact:** Sheila R. Cox, Acting City Manager  
**Contact Telephone Number:** 492-6866

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### ISSUE STATEMENT AND SUMMARY

Over the last few weeks, the City Manager had opportunity to meet with the Mayor and many City Councilors to discuss goals. From those meeting, it appears that the "big picture" ideas regarding sustainability, infrastructure, beautification and city image are still very important to Council. While the goal statements may need to be amended, as overreaching ideas, they may be worth expanding on and re-adopting.

Those goals and status of completion of the goals are attached for your review. On Monday, January 26<sup>th</sup>, a more in-depth Staff report will be provided for your consideration.



**GOAL PROGRESS REPORT**  
**RESOLUTION NO. 2013-2, DECEMBER 1, 2014 UPDATE**

***Identify and Implement Long Term Infrastructure Funding Mechanisms to Ensure the City Can Meet Long-Term Infrastructure System Sustainability***

- ✓ Evaluate and implement at least a five-year rate plan for the storm drainage utility
- ✓ Form SDC ad-hoc Committee to assist Staff in reviewing fee structure
- ✓ Review City water rights from North Umpqua for 20-year sufficiency
- ✓ Update from FCS Group regarding Transportation SDC methodology
- ✓ Evaluate and implement at least a five-year rate plan for the water utility
- Evaluate and update all system development charges and present to Council for adoption
- Implement residential sidewalk standards for infill with possible use of Assessment Fund at 100% cost share
- Explore available grant funding sources for any opportunities where one-time money can reduce long-term costs, e.g. energy savings, automation, efficiency
- Develop a commercial sidewalk assessment fund policy and market it to the commercial development community
- Evaluate multiple options for ongoing street/path funding including gas tax, general obligation bonding, local option funding and a street utility
- - Update Airport Master Plan and identify matching fund mechanisms for future projects
- Request County financial support for Roseburg Regional Airport

***Develop Strategies to Provide Long-Term Operational Stability and Sustainability***

- ✓ Establish Reserve and Contingency Policy in conjunction with the sustainability goal
- ✓ Evaluate and implement a strategy to annex contiguous areas that are cost effective from a service/resource standpoint
- ✓ Evaluate potential PERS cost reductions from bonding our transition liability
- ✓ Develop succession planning for key operational positions
- Evaluate the impact of increasing franchise fees on City utilities to the maximum charges
- Partner with League of Oregon Cities to lobby for changes in the Public Employees Collective Bargaining Act
- Evaluate increasing the outside service fee
- Establish a baseline service level acceptable to Council and develop funding strategies around that baseline
- Review all City services to determine which are essential and which could be eliminated or revised with the least impact on the citizens
- Develop and introduce options to help control and fairly share employee benefit costs
- Look for areas to gain efficiency through technology, consolidation or outsourcing
- Research/identify new revenue sources for operations

***Update and Implement the Urban Renewal Financial and Project Plan;  
Evaluate Establishment of Additional Urban Renewal Plan Area***

- ✓ Staff authorized to prepare necessary documents to allow for expansion of the Plan Area to include up to 14+ acres in vicinity of Micelli Park and Templin Beach
- ✓ Update the current financial projections for the existing boundary
- ✓ Evaluate the current debt structure and determine how to maximize debt/project program based on the updated financial projections
- ✓ Develop a six-year program for capital projects within the existing Urban Renewal area for approval by the Agency Board
- ✓ Implement the six year program which will end 9/30/2019.
- Identify grants and other funding mechanisms to enhance existing facade improvement programs
- Identify areas for future Urban Renewal Plan areas for initial review by the Council/Agency Board by December 31, 2013
- Upgrade City-owned assets in the existing area
- Upgrade parking structure for safety, functionality and aesthetics

***Citywide Beautification***

- Complete new City logo design and begin incorporating logo in signage at City entrances
- Identify grants and other funding mechanisms to enhance existing façade improvement programs
- Upgrade City-owned assets
- Upgrade parking structure visually and functionally
- Use existing Staff to more diligently enforce nuisance abatement regulations
- Revisit Tree City USA program and tree ordinance
- Support Part-time Seasonal Compliance Officer
- Enlist a volunteer group(s) to adopt landscaping areas near City entrances, including the area between the Valley View cul-de-sac and Troost Street at the west entrance
- Sponsor and promote volunteer clean-up events for areas along bike paths and riverbanks
- Beautification contest/awards for businesses, residential properties and/or neighborhoods displaying outstanding appearance/civic pride
- Work with volunteer groups to adopt and maintain common areas in Gaddis Park
- Form a broad-based, ad hoc, community group to gather citizen perspective and beautification priorities

### ***Define and Establish Business Friendly/Improved City Image***

- ✓ Update the Transportation System Development Charge to include a methodology that is easier to understand
- Schedule work study with Council to define "business friendly"
- As part of the second/third phases of the LUDO update, identify and remedy inconsistencies that may lead to misunderstandings
- Work with appropriate agencies (UCC Small Business, Business Incubator, Partnership) to ensure consistent understanding of business registration and site development standards
- Evaluate City standards and ensure uniform enforcement within the current staffing framework
- Provide customer service training for City employees providing direct services to the public
- Evaluate 2<sup>nd</sup> floor lobby to facilitate customer service/direct customers efficiently
- Develop strategic initiatives that create and promote an environment which is welcoming to businesses
- Provide outreach to the real estate and development community about the business registration process and requirements
- In conjunction with Goal 1, establish a commercial sidewalk enhancement program utilizing the Street Light/Sidewalk Fund and the Assessment Fund

#### Legend:

- ✓ Completed
- In progress/design
- Listed Activity