

# City of Madras

## 2017-2018 Council Goals

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### **Goal 1: Adopt and Implement a Comprehensive Economic Development Strategy**

**Objective:** Adopt an Economic Development Strategy to focus and guide leadership on the use of resources in improving the overall economic health of Madras

*Action: Budget for preparation of the strategy in FY 2017-18*

*Responsibility: Staff and Budget Committee*

*Action: Create and approve an Economic Development Strategy*

*Responsibility: Staff and City Council*

*Focus/Deliverables: Airport UGB Expansion and Annexation; UGAMA Update*

### **Goal 2: Create and Implement a Housing Strategy**

**Objective:** Conduct community and stakeholder outreach meetings to determine what actions the City may take to respond to the needs of the housing industry.

*Action: Conduct community and stakeholder outreach meetings to understand how the City may be responsive to the needs of the housing industry.*

*Responsibility: Staff and Budget Committee*

*Focus/Deliverables: Provide report to City Council for review and approval (e.g. development code update; Review prior tentative subdivision approvals and identify those that make sense to fast-track re-approval going forward)*

### **Goal 3: Provide Infrastructure in the Urban Growth Boundary Expansion Area (UGAMA)**

**Objective:** Collaborate with Jefferson County to create a policy framework to address future needs and to enhance development opportunities within the Urban Growth Area.

*Action: Work with Jefferson County to identify the planning and transfer of infrastructure within the Urban Growth Area.*

*Responsibility: Staff and City Council*

*Action: Adopt needed budget and code provisions to implement the strategy.*

*Responsibility: Staff and City Council*

*Focus/Deliverables: UGAMA Update*

## **Goal 4: Make a Decision on Transportation Funding**

**Objective: Develop a reliable source of funds to maintain all roads at acceptable levels**

*Action: Bring the Transportation Funding Task Force recommendations back to the Council agenda and determine which funding alternatives to implement and strategy on timing.*

*Responsibility: City Council*

*Focus/Deliverables: Review what the State of Oregon does or does not do through this 2017-18 legislative session for passing a transportation funding package; assess what are the City's remaining needs are to keep its roads at acceptable condition levels*

## **Goal 5: Reduce Infrastructure Backlog**

**Objective: A Capital Improvements Program bringing together a prioritized list of all capital projects with cost estimates**

*Action: Review and update City Master Plans to identify current priorities. Identify projected costs and potential funding sources.*

*Responsibility: Staff*

*Focus/Deliverables: Transportation System Plan update; Wastewater Master Plan System Update; apply for resources to complete a Parks & Open Space Master Plan Update; Water System Feasibility Analysis;*

*Action: Build out planned projects*

*Responsibility: Staff*

*Focus/Deliverables: "H" Street Road & Water Project; Bel-Air & Herzberg Heights Sewer and Road Project; Bike & Skate Park to Youth Fishing Trail System Project, FAA & Connect Oregon grant funding applications and design work for the Taxiway Rehabilitation & Heli-base Improvement Project*

*Action: Prioritize future projects and approve funding*

*Responsibility: City Council*

## **Goal 6: Provide High-Speed Internet to the Madras Community**

**Objective: Work with area providers to ensure high speed Internet is available to the Madras community residents and businesses**

*Action: To decide if the local providers are providing adequate Internet service or if more needs to be offered*

*Responsibility: City Council*

*Focus/Deliverables: Communicate with local providers and identify their ability and plans to provide high-speed Internet to our community, and confirm if there is a need to do more than what these providers are already offering*

## **Goal 7: Increase the Level of Community Engagement**

**Objective: Enhance communications and participation with the Madras Community**

*Action: Evaluate current engagement activities and processes to determine effectiveness*

*Responsibility: Staff and City Council*

*Focus/Deliverables: Strive to fill City volunteer boards & committees*

*Action: Develop and implement new engagement strategy*

*Responsibility: Staff and City Council*

*Focus/Deliverables: Implement Recruitment & Retention Action Plan; COIC Grant for action committee effort to outreach to underrepresented segments of the community to implement to Urban Renewal Action Plan; establish a social media presence*