

City of Madras

2018-2019 Council Goals

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:
- A) Enroll in the HB2743 Pilot Program to move the UGB around the Madras Airport
 - B) Annex two major properties: 1) Madras Airport and 2) TOPS Trailer Property
 - C) Facilitate the MRC brew pub recruitment and development project

Responsibility: A) CDD and City Council; B) CDD and City Council; and C) CDD and MRC

Focus/Deliverables:

A) Airport Pilot Program application filed with DLCD

B) Preparation of City & County Comprehensive Plan applications and material

C) Execute necessary development agreements between the MRC and the brew pub, and administer permitting process

Action: Apply for grant funding to provide additional law enforcement resources on the street

Responsibility: Police Department

Focus/Deliverables:

1) Pedestrian Safety Grant (3-5k)

2) Seatbelt Grant (2-3k)

3) DUII Enforcement Grant (3-5k)

4) Speeding Enforcement Grant (2-3k)

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: Update Public Improvement Design Standards with cost saving measures to help lower the cost for new housing developments

Responsibility: Community Development, Public Works, City Council, and Planning Commission

Focus/Deliverables:

Some revised standards that are included in the design and construction standards

Action: Begin work by initiating the first phase of actions identified in the City's Housing Action Plan (HAP).

Responsibility: Community Development and City Council

Focus/Deliverables:

To be determined after the Housing Action Plan (HAP) is approved, which is in process and expected to be completed by Summer 2018.

Action: Play an active role in the creation of the Tennant Advocacy Program for safe housing in Madras

Responsibility: Police Department, LINC, Housing Works, Community Development

Focus/Deliverables:

Create an education program that provides tenants with the resources needed for safe housing and a better understanding of their rights as a tenant

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: Adopt an updated ordinance with Urban Holding Zones for the Urban Growth Area

Responsibility: Community Development, Jefferson County, City Council

Focus/Deliverables:

- 1) Research & prepare an ordinance amendment for the addition of urban holding zones
- 2) Coordinate with Jeff. Co. for concurrent holding zones
- 3) Public outreach to property owners within the Urban Growth Area
- 4) Adopt updated ordinance with Urban Holding Zones
- 5) Update the Urban Growth Area Management Agreement with Jefferson County as necessary

Goal 4: Make a Decision on Transportation Funding

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

Action: Make a decision on road funding from the reports prepared by the PW Director and FCS Group (2015 Report, updated report February 2018, and Citizen Input Survey 2018)

Responsibility: City Council

Focus/Deliverables:

Need Council's input on confirmation if to move forward with a funding initiative or not, and if so, the timing of the initiative and to what level.

Goal 5: Reduce Infrastructure Backlog

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

Action: A) Transportation – Implement new, more cost effective street maintenance measures to include rubber chip seal and crack sealing; Apply for transportation improvement grants that become available including Safe Routes to School

B) Wastewater – Implement wastewater master plan Phase 1

C) Water – Complete the water feasibility analysis and focus on water replacement program investment as identified in Water Master Plan

Responsibility: Public Works Department, Budget Committee, City Council

Focus/Deliverables:

A) Budget and perform \$100,000 to \$115,000 in rubber chip seal projects for FY 2018-19

B) Per financial guidance, planned 3.5% sewer rate increase; \$111,000 for equipment replacement in the WW System; Complete the Bel Air and Herzberg Heights Sewer Improvement Project funded in the WW SDC Improvement Fee Fund.

C) Per guidance of the Water Rate and SDC Analysis performed by FCS Group, rates will increase by 9% July 1, 2018 to provide adequate funding for capital improvements listed in the Water System Master Plan; perform \$10,000 in water service replacement program

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: Monitor TDS/Bend Broadband on high-speed internet service upgrades to the Madras area planned for 2019.

Identify if community's needs are being met.

Responsibility: Public Works, City Council

Focus/Deliverables:

Provide Council with a report in Spring 2019 of status of High Speed Internet.

Goal 7: Increase the Level of Community Engagement

Objective: Enhance communications and participation with the Madras community.

Utilize feedback received from the 2018 citizen input survey to focus resources and efforts regarding community engagement, outreach and education

Action: Help establish a downtown coalition group (Madras Vibrant Downtown Project)

Responsibility: Administrative staff, Community Development, COIC, Appointed Councilor, Jefferson County Chamber of Commerce, Let's Talk Diversity Coalition (LTDC), EDCO

Focus/Deliverables:

Coalition group facilitates events downtown that increases community participation and engagement

Action: Continue focus on City's Diversity & Inclusion Action Plan

Responsibility: Administrative Staff

Focus/Deliverables:

1) Participate in a COCC job fair

2) Make presentations to high school classes on career options in local government

3) Seek resources to promote city services to diverse populations from community

4) Look for opportunities to translate City publications from English to Spanish

Action: Be an active participant at Local Public Safety Coordinating Council (LPSCC)

Responsibility: Police Department, Jefferson County Sheriff Office, Madras community members, Parole & Probation, DA's Office, Circuit Court Judge

Focus/Deliverables:

Justice reinvestment program grant funding (150k) and provide success report to State of Oregon Justice Reinvestment Program at year-end.