

City of Madras

2019-2020 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: *Following up to the Urban Growth Boundary (UGB) Pilot Program, expand UGB around Madras Airport; complete annexation of the Madras Airport*

Responsibility: *A) Community Development Dept., City Council, and MRC*

Focus/Deliverables:

A) Work with DLCD to implement and administer the Pilot Program

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

Action: *Development code amendments*

Responsibility: *Community Development and City Council*

Focus/Deliverables:

A) Pursue grant funding for to update downtown off-street parking standards

B) Amend development code for food cart uses

Action: *Facilitate permitting and provide service to major new developments*

Responsibility: *Staff, City Council, MRC (Urban Renewal District)*

Focus/Deliverables:

Love's Travel Center, Dollar General and My Place Hotel, Daimler loop track

Action: *Recruitment and development of Jefferson Business Park Tax Lot 1000*

Responsibility: *Staff, City Council*

Focus/Deliverables:

Upon selection of responsive business proposal, enter into a development agreement for lot 1000.

Goal 2: Create and Implement a Housing Strategy

Objective: Implement the Housing Action Plan adopted December 2018 to increase housing units for all income levels.

Action: *Housing Urban Renewal District (HURD) formation*

Responsibility: *Staff, City Council*

Focus/Deliverables:

- A) *Establishment of the new district for housing and to do so by October 2019*
- B) *Perform financial analysis to find best terms of borrowing, payback and execute a loan agreement with financial institution*
- C) *Execute an IGA between the City and the new district by the end of FY 2019-20 for borrowing and payback relationship*

Action: *Increase awareness of affordable housing resources*

Responsibility: *Staff, City Council*

Focus/Deliverables:

- A) *Place flyers and brochures in the City Hall lobby and add links to the City's website*
- B) *Appoint a council member to serve on the Central Oregon Renters Organization*

Action: *Update development code amendments for "Missing Middle," Cottage Housing, and Multi-Family in Commercial Zones*

Responsibility: *Community Development and City Council*

Focus/Deliverables:

Apply for grant funding to assist in the development update process

Action: *Marketing Plan for Housing Action Plan (HAP), Action 2.1b*

Responsibility: *Community Development and City Council*

Focus/Deliverables:

- C) *Work with a regional marketer to obtain awareness about housing market*

Action: *Ensure Internet providers meet quality standards for the Madras Community*

Responsibility: *Staff, City Council*

Focus/Deliverables:

- A) *Identify and/or establish a standard for quality, Internet speeds, and customer service with service providers*
- B) *Require Internet providers to report annually to Council to ensure competitiveness for quality and care of services being offered.*

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: Improve the Transportation System

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

Action: *Following recommendation from the Transportation Funding Advisory Committee, decide on presenting a voting measure to citizens on road funding*

Responsibility: *Staff, City Council*

A) Focus/Deliverables:

Prepare and implement public outreach plan for voter measure

B) Focus/Deliverables:

File voter measure with County Clerk's Office

Objective: Improve public transportation service to the community

Responsibility: City Council

Focus/Deliverables:

Improve transit employment connectivity

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 – ADA Ramp Replacement

B) Wastewater – Sewer main extensions to failing septic systems

C) Water – Apply for Community Development Block Grant funding for highest priority capital improvements

Responsibility: Public Works Department, Budget Committee, City Council

Focus/Deliverables:

A) Replace approximately \$30,000 in ADA ramps strategically located around Madras

B) Apply for DEQ funding and leverage City funds to construct sewer main (Jefferson Street, Fairgrounds Road, and along Hwy 26 within Industrial Park) that have failing septic systems

C) Hire PSU consultant to complete community income survey to confirm CDBG eligibility to receive grant funding for water-related infrastructure projects

Action: J Street Bridge Flood Mitigation

Responsibility: Public Works Department, Budget Committee, City Council, Jefferson County

Focus/Deliverables:

Provide potential flood mitigation at J Street Bridge based on FEMA and Corp of Engineer updated FEMA mapping 2019

Action: Safe Routes to Schools: B Street from 5th to 7th Street

Responsibility: Public Works Department, Budget Committee, City Council, MRC

Focus/Deliverables:

Replace two blocks of sidewalks, street paving, storm, ADA ramps and waterline on B Street from 5th to 7th Street

Action: Conceptual Design of Hoffman Park

Responsibility: Public Works Department, Budget Committee, City Council

Focus/Deliverables:

Apply for a planning grant through the Oregon Parks and Recreation Dept (LGGP Program in 2020) to develop a conceptual design with cost estimates for Hoffman Park.

Goal 6: 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: Codification of City ordinances and online searchability of City Code (Phase 2)

Responsibility: HR Director, City Recorder, City Council

Focus/Deliverables:

Phase 2 of this project ensures that both the City's code and resolutions are word-searchable online; it also provides access to the code's historical data (i.e. ordinances)

Action: Improve law enforcement presence downtown and in City parks

Responsibility: Police Department

Focus/Deliverables:

1) Increase open container enforcement

2) Assign police officer team to 1st Thursday downtown events

Action: Implement survey results from Michelle Reeves' consulting report

Responsibility: Urban Renewal District, Staff

Focus/Deliverables:

Implement results obtained in survey to enhance downtown's vibrancy and activity level