

# City of Madras 2020-2021 Council Goals

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

### **Objective 1A: Update Airport Master Plan.**

#### *Actions:*

1. Identify Development Code provisions and provide adequate advanced notice to future property owners through outreach, public hearings and notices.
2. Amend Comprehensive Plan to include the updated Airport Master Plan.

#### *Focus/Deliverables:*

- A) Conduct a series of public outreach meetings with consultant assistance
- B) Amended Development Code for protection of airport
- C) Adoption of Final Airport Master Plan through Ordinance

**Responsibility: Public Works / Airport Industrial Committee / Community Development / City Council**

### **Objective 1B: Improve Marketing of Airport / Industrial Park Properties.**

#### *Actions:*

1. Upload City Airport/Industrial properties into Oregon Prospector website.

#### *Focus/Deliverables:*

- A) Have properties listed on Oregon Prospector website with the relevant content from the Industrial Site Readiness Plan.

**Responsibility: Community Development**

### **Objective 1C: Amend Development Code to include “Food Carts” in the appropriate commercial and Open Space and Public Facility zones.**

#### *Actions:*

1. Determine needed and appropriate Food Cart regulations; conduct necessary public hearings, prepare adopting ordinance for Planning Commission and Council consideration.

#### *Focus/Deliverables:*

- A) Prepare ordinance for Planning Commission and Council consideration.

**Responsibility: Community Development**

**Objective 1D: Conduct Downtown Parking Study to determine if parking policy changes are needed.**

**Actions:**

1. Complete a parking study with input from the public and other stakeholders.
2. Prepare report for MRC, Planning Commission, and City Council consideration.

**Focus/Deliverables:**

- A) Adopt needed policy and regulatory changes.

**Responsibility: Community Development**

**Objective 1E: Prepare Retail and Dining Industry profiles to Support MURD recruitment and investments.**

**Actions:**

1. Prepare Retail and Dining Industry profiles with ArcGIS Business Analyst.

**Focus/Deliverables:**

- A) Retail and Dining Industry profile.

**Responsibility: Community Development**

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

**Objective 2A: Facilitate new housing development.**

**Actions:**

1. Initiate professional services for scoping of essential facilities that serve multiple developments.
2. Identify funding sources for shared public facilities including potential reimbursement districts; apply for loans/grants to initiate more housing development.

**Focus/Deliverables:**

- A) Enter into new housing development agreements as opportunities present.

**Responsibility: Public Works / City Council**

**Objective 2B: Amend Development Code to allow “missing middle” housing in the appropriate residential and commercial zoning districts.**

**Actions:**

1. Utilize technical and consultant assistance from the ODOT Transportation and Growth Management program to identify needed Development Code amendments.

**Focus/Deliverables:**

- A) Provide amendment ordinance for Planning Commission and Council consideration.

**Responsibility: Community Development**

**Objective 2C: Develop strategy to improve living conditions for at-risk residents.**

**Actions:**

1. Identify properties that have unsafe living conditions.
2. Convene meetings with stakeholders to prioritize properties and identify next steps.

**Focus/Deliverables:**

- A) Stakeholder outreach, identify partners, select highest priority properties, develop a strategic plan.

**Responsibility: Community Development**

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

**Objective 3A: Create a policy framework for addressing future needs and enhancing development opportunities within the Urban Growth Area.**

**Actions:**

1. Update ordinance with Urban Holding Zones for the Urban Growth Area

**Focus/Deliverables:**

- A) Prepare an ordinance amendment for the addition of urban holding zones
- B) Provide public outreach to property owners within the Urban Growth Area
- C) Update the Urban Growth Area Management Agreement with Jefferson County

**Responsibility: Community Development / Jefferson County / City Council**

**Goal 4: Improve the Transportation System**

**Objective 4A: Develop a reliable source of funds to maintain paved roads.**

**Actions:**

1. Postpone voter measure until economy recovers from COVID-19 impacts.

**Focus/Deliverables:**

- A) Determine food establishment needs for implementation and assist them with marketing and upgrading of point of sale systems.
- B) Create a methodology for reporting and collecting of prepared food and beverage taxes.

**Responsibility: Finance Department / Public Works Department**

## Objective 4B: Improve Public Transportation Service to the Community

### Actions:

1. Advocate for improved transit connectivity.

### Focus/Deliverables:

- A) Participate in COIC Transportation meetings, COACT and other project efforts such as the new Jefferson County Health Department.

Responsibility: City Council / City Personnel

## Goal 5: Reduce Infrastructure Backlog

### Objective 5A: Prioritize List of Capital Improvements Projects

#### Actions:

1. Preserve Pavement and Replace ADA Ramps

#### Focus/Deliverables:

- A) Replace approximately \$50,000 in sidewalk and ADA ramps.
- B) Chip Seal \$300,000 worth of roadways in town based on the Capital Asset Management report.

2. Extend Sewer Main Extensions to Failing Septic Systems and Future Plan Upgrades

#### Focus/Deliverables:

- A) Construct the Hess Street, North Unit Subdivision, and Fairgrounds Road Sewer extensions to address failing septic system needs.

3. Apply for Community Development Block Grant funding for construction of highest priority capital projects. Replace Older Water Meters.

#### Focus/Deliverables:

- A) Complete design of water lines from Community Development Block Grant project and apply for funding for construction (if design is complete) by fall of 2020.
- B) Replace 180 water meters to improve accuracy and efficiency of reads.

4. "J" Street Bridge Flood Mitigation

#### Focus/Deliverables:

- A) Complete design and construction of the "J" Street Bridge project by June 30, 2021.

5. Sewer Effluent Disposal

#### Focus/Deliverables:

- A) Determine need for effluent disposal at the South Waste Water Treatment Plant, course of action and funding for future growth.

**6. Relocate Bathrooms at Sahalee Park with new precast bathroom unit**

***Focus/Deliverables:***

- A) Relocate the bathrooms utilizing LGGP and LWCF grant funding.

**7. Apply for Safe Routes to School Funding for 2nd round of sidewalk projects.**

***Focus/Deliverables:***

- A) Apply for \$300,000-\$500,000 sidewalk project prioritizing projects based on the Transportation System Plan.

**8. Apply for funding to construct Hoffman Park and Willowbrook Park**

***Focus/Deliverables:***

- A) Apply for a construction grant through the Oregon Parks and Recreation Department for Hoffman and Willowbrook Parks.

**Responsibility: Public Works / City Council / Jefferson County**

**Goal 6: Increase the Level of Community Engagement**

**Objective 6A: Enhance communications and participation with the Madras community.**

**1. Continue to improve communication with the community through the social media as well as the local newspapers and publications.**

***Focus/Deliverables:***

- A) Post on social media regularly (approximately 10 posts per month) and follow trending topics in the community; include video interviews with the Latino Community Association.
- B) Develop a dedicated section of our local printed newspaper(s) in order to share and converse with the community in an ongoing series.

**2. Develop a marketing strategy for tourism to include popular and developing local destinations and activities.**

***Focus/Deliverables:***

- A) Develop a section on the City of Madras website to promote local business and private property owners to entertainment scouts to help build a descriptive and pictorial database of local areas that attract other industries for multiple uses.
- B) Provide a place for the community to share the areas they have already improved or maintain.

**3. Identify up to two new food and/or beverage festivals or events, which can be promoted annually.**

***Focus/Deliverables:***

- A) Promoting the advantages new businesses and the work of the MRC.
- B) Bringing together the City and surrounding communities and offering a venue for them to promote their products within Madras.

**Responsibility: HR Director / City Recorder/Communications / City Council**