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**ROSEBURG CITY COUNCIL
SPECIAL MEETING AGENDA
NOVEMBER 12, 2019**

**Public Safety Center Umpqua Conference Room
700 S. E. Douglas Avenue, Roseburg, OR 97470**

4:00 p.m.

CALL TO ORDER – Mayor Larry Rich

City Councilors

Beverly Cole
Ashley Hicks

Bob Cotterell
Brian Prawitz

Alison Eggers
Tom Ryan

Linda Fisher-Fowler
Andrea Zielinski

DISCUSSION ITEM

A. Goal Setting

ADJOURNMENT

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ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



COUNCIL GOAL SETTING

Meeting Date: November 12, 2019
Department: Administration
www.cityofroseburg.org

Agenda Section: Discussion Items
Staff Contact: Nikki Messenger
Contact Telephone Number: 541-492-6866

ISSUE STATEMENT AND SUMMARY

The current goals adopted by Council “expire” at the end of the year. The issue for the Council is whether to adopt new goals for 2020-2022.

BACKGROUND

A. Council Action History.

On April 24, 2017, the Council adopted Resolution No. 2017-09, adopting goals for 2017-2019. On May 8, 2017, the Council reviewed and edited action items supporting the adopted goals.

B. Analysis.

In spring of 2017, the Council adopted the following four goals:

1. Develop and implement transportation funding policies to meet identified community needs.
2. Support and adopt policy development and implementation to enhance housing and community development.
3. Take a proactive role in community economic development and revitalization.
4. Develop programs and policies to enhance community livability and public safety.

Once the Council adopted the goals, staff prepared and presented a list of potential action items associated with accomplishing the overarching goals. Attached to this memo is an outline of the 2017-2019 goals and action items, as well as a status update of each action item.

Many of these goals are still valid, but any associated action items need to be updated. In addition, Council could consider adding goals related specifically to homelessness and emergency preparedness.

As a place to start, staff has provided the following overarching goals. Below each goal are broad examples of what may fall under each goal as action items. More specific action items will be added and presented to Council after the goals are adopted.

1. **Develop and implement policies to enhance housing opportunities.**
 - Prioritize recommendations from the Housing Needs Analysis
 - Urban Growth Boundary Swap
 - Urban Renewal Incentives

2. **Implement transportation funding policies to meet identified community needs**
 - Adopt Transportation System Plan
 - Participate in ODOT studies
 - Update Pavement Management Plan and strategies
 - Identify options for local funding
 - Ensure adequate funds available for Airport grants
 - Support UTRANS

3. **Enhance community livability and public safety**
 - Develop City communications plan/strategy
 - Consider increased use of surveillance cameras
 - Work with school district(s) on SRO roles
 - Expand library programs and services
 - Work with partners to improve parks & recreation facilities

4. **Take proactive role in economic development and community revitalization**
 - Support effort to deliver Allied Health College
 - Support effort to increase tourism
 - Work with Partnership, Chamber & Downtown Roseburg Association
 - Develop additional Urban Renewal incentives as appropriate

5. **Update and implement the City's Emergency Preparedness Plan**
 - Improve community awareness
 - Improve organizational preparedness
 - Analyze critical infrastructure and prioritize needs
 - Collaborate with community partners

6. **Explore strategies to lessen the impact of homelessness on the community**
 - Identify City's role in unhoused crisis
 - Continue support for LPSCC & sobering center
 - Streamline process for lien/tax foreclosures on derelict buildings
 - Evaluate options regarding drug court, high octane alcohol, shopping cart ordinance, sustainable crisis intervention funding

C. Financial/Resource Considerations.

The financial and/or resource considerations for each goal and action item vary.

D. Timing Considerations.

The existing goals “expire” at the end of the year. It would be appropriate to adopt new goals prior to the end of the calendar year if possible. Staff will begin the budget process in early 2020 and having goals adopted will facilitate that process.

COUNCIL OPTIONS

The Council has the following options:

1. Direct staff to bring back a resolution to adopt the 2020-2022 Goals (the overarching goal statements number 1-6 above) as presented; or
2. Direct staff to make changes to the goals and bring a revised version to the next Council meeting; or
3. Direct staff to make changes and bring back a resolution for consideration at the next Council meeting; or
4. Provide different direction to staff.

STAFF RECOMMENDATION

Staff is seeking direction from Council.

SUGGESTED MOTION

No suggested motion has been provided at this time.

ATTACHMENTS:

Attachment #1 – 2017-2019 Adopted Goals with updates

CITY OF ROSEBURG
2017 GOALS AND ACTION ITEMS

DISCUSSION ITEM A
ATTACHMENT #1

<i>Support and adopt policy development and implementation to enhance housing and community development.</i>	
Action Item	Estimated Completion
Initiate a housing needs analysis and buildable lands inventory to determine current needs and Urban Growth Boundary expansion needs	<i>Initiate by 12/31/17</i> Adopted 9/9/19
Evaluate and implement a strategy to annex contiguous areas that are cost effective from a service/resource standpoint.	<i>Continuous</i>
Update the Urban Growth Management agreement with Douglas County and urban services agreements.	<i>Sept 30, 2018</i> Conversations initiated with County 2018.
Update dangerous/derelict building and municipal code requirements to provide opportunities for redevelopment and accountability	<i>March 31, 2018</i> Adopted 12/11/17; add'l amendments adopted 10/10/18
Review and implement infill zoning and development standards to encourage affordable development.	<i>Sept 30, 2018</i> Adopted Accessory Dwelling Unit (ADU) and Single Room Occupancy (SRO) standards 2/25/2019
Provide incentive programs like the façade program to generate private investment in upgrading properties.	<i>Need to identify funding source</i> Continued Downtown Façade Program- \$150k in façade grant money led to \$525k in façade improvements
Evaluate LUDO standards relative to single-family residential and multi-family residential and the cost of development.	<i>Initiated July 1, 2017</i> Updated Land Use Development Regulations adopted 3/12/2018

CITY OF ROSEBURG
2017 GOALS AND ACTION ITEMS

<i>Develop and implement transportation funding policies to meet identified community needs.</i>	
Action Item	Estimated Completion
Update the Transportation System Plan and incorporate the TSP into our policy documents.	<i>Initiated July 1, 2017 Complete by Sept. 31, 2018</i> TSP Update currently in public process – anticipate adoption in winter 2020
Provide for a community poll related to a local gas tax and place a gas tax on the May ballot that would allow the City to maintain or enhance its current Pavement Condition Index of 72.	<i>Dec 31, 2017</i> Poll taken, did not go to vote
Complete the ADA transition plan and incorporate priority projects in next CIP.	<i>March 2018</i> ADA Plan adopted 3/26/2018
Work with ODOT on interchange area management plans and the I-5 capacity analysis.	<i>Initiated July 1, 2017 Continuous</i> Participating as a stakeholder in the ODOT I-5 Bottleneck Study.
Evaluate and implement a new Urban Renewal Plan area to support infrastructure funding.	<i>Initiated Sept. 2017 complete by June 30, 2018</i> Adopted Diamond Lk UR Plan 7/9/2018 Adopted SDC Incentive Programs 1/14/2019
Utilize TGM grants and processes to identify opportunities and obstacles to infrastructure development to serve targeted land use areas.	<i>Initiated Sept 2017 complete by Sept 2018</i> Utilized TGM grant to develop/adopt Pine Street Waterfront Overlay redevelopment plan – adopted 06/24/18.
Evaluate opportunities through the Bicycle Friendly Community program to provide funding opportunities for multi-modal transportation improvements.	<i>Continuous</i> Bike & Ped projects in the TSP. Assisted Bike Walk Roseburg in applying for silver status from the League of American Bicyclists. Named John Lazur Active Transportation Liaison.
Work with the League of Oregon Cities and the Legislature to broaden the uses of hotel/motel taxes to include infrastructure improvements.	<i>2018 Leg session and 2019 session</i>

CITY OF ROSEBURG
2017 GOALS AND ACTION ITEMS

<i>Take a proactive role in community economic development and revitalization.</i>	
Action Item	Estimated Completion
Identify targeted commercial community needs and possible incentives to attract development and encourage redevelopment.	<i>Initiate December 2017 complete June 2018</i>
Evaluate cooperative tourism programs with the Visitor Center (Chamber), the Partnership and the private sector to enhance our area as a tourism hub.	<i>Initiate July 2017 complete June 2018 Contract with Anvil Northwest for DMO services, July 1, 2019.</i>
Support efforts of the Partnership and IDB related to MedEd, Data Center recruitment, Boutique Hotel and other prime target manufacturing.	<i>Ongoing Worked with partners to secure \$10M in state funding for Med Ed. Boutique hotel options explored - not currently moving forward.</i>
Support Travel Oregon Bicycle and Agra Tourism Studio work and implement priority opportunities including wayfinding and cooperative tourism programming.	<i>Initiated July 2017 Complete Sept 2018 Visitor funds used to promote the NUT Cracker Mt Bike Race, The Vineyard Tour Road Ride and the Great Umpqua Food Trail</i>
Update policies on vacant/zombie homes to provide additional housing stock and enhanced neighborhood viability.	<i>Initiated July 2017 complete March 2018 Adopted amendments to derelict/dangerous building code 12/11/17, addt'l amendments adopted 10/10/18</i>
Support efforts by Umpqua Community College related to targeted work force development opportunities that benefit the City and the community.	<i>Ongoing based on need Adopted text amendment to enable use of the Flegel Center as a new UCC dormitory 08/12/19,</i>
Support efforts to attract a grocery store to Southeast Roseburg	<i>Initiated Sept 2017 Marketek provided follow up market analysis and implementation assistance to the 2012 Grocery Store Study</i>

CITY OF ROSEBURG
2017 GOALS AND ACTION ITEMS

<i>Develop programs and policies to enhance community livability and public safety.</i>	
Action Item	Estimated Completion
Update policies on vacant/zombie homes to provide additional housing stock and enhanced neighborhood viability (duplicate from prior goal).	<i>See prior goal</i>
Add a community oriented policing position in the PD to proactively work on targeted criminal activities that disrupt business and neighborhood activities.	<i>Initiated August 2017</i> Position is funded and in place
Consider safety and security measures like video security cameras in targeted areas that experience significant criminal activity.	Budget in July 2018 Planning install of surveillance camera overlooking Eagles Park.
Work with the Local Public Safety Coordinating Council and other partners on safe, appropriate transitional and short-term housing for post incarceration housing/lodging needs.	<i>Initiated July 2017</i> <i>ongoing with LPSCC</i> Ongoing with Police Chief and Community Development Director actively involved
Work with the League of Oregon Cities, OLCC and the Legislature to develop more local control over certain provisions of statute related to the OLCC for authorization of new licenses and alcohol related criminal activities.	<i>2019 Legislative session</i>
Investigate the “purchase” of bed space in the Douglas County jail to ensure space for Roseburg offenders.	<i>January 2018</i> Police no longer feels this is a good option.
Ensure City Council awareness of Douglas County’s financial situation and its potential impacts on the City.	<i>Initiate December 2017 then ongoing.</i> Ongoing. Library. FY 19/20 dispatch contract.