

RESOLUTION NO. 366-2003

A RESOLUTION ADOPTING A COMMUNITY STRATEGIC PLAN FOR THE CITY OF HUBBARD.

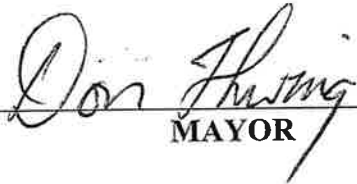
WHEREAS, the City Council finds it necessary to have a strategic plan for the City of Hubbard that will build a consensus around current and future planning issues faced by the City.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HUBBARD, THAT the City of Hubbard adopts the April 2003 City of Hubbard Strategic Plan attached hereto as Exhibit "A."

INTRODUCED AND ADOPTED this 10th day of June 2003.

CITY OF HUBBARD, OREGON

BY:


MAYOR

ATTEST:

BY:


RECORDER

APPROVED AS TO FORM:

BY:


CITY ATTORNEY

CITY OF HUBBARD



COMMUNITY STRATEGIC PLAN

APRIL 2003

EXHIBIT "A"

Resolution No. 366-2003

Acknowledgements

City of Hubbard:

Don Thwing, Mayor
Jerry Huddleston, Councilor
Hildred Huyssoon, Councilor
Clara A. Karsten, Councilor
Greg Dyke, Councilor

Vickie L. Nogle, City Recorder

Hubbard Strategic Plan Task Force:

Don Thwing, Mayor	Peter & Linda Holt
Beverly Bettis	Laurie Jones
Jerry & Karen Peasley	Bob & Pam Garvin
Pat Borschowa	Mike Krebs
Jan Lafollette	Chip Enbody
Jim & Rebekah Gomez	Peter & Anita Whitehead
Bob & Sally Cady	Bruce Warner
Laurie Cooper	Al Sprauer
Myrt Horton	John Turnbull
	Matt Kennedy

Facilitator:

David Galati, Mid-Willamette Valley Council of Governments

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Introduction:

The Hubbard Strategic Plan project involves the development of a community vision and strategic plan to guide the City of Hubbard in shaping its future and managing change. This is not just a product....it is an ongoing cyclical community problem-solving process designed to stimulate continuing discussion and generate specific actions to maintain a high quality of life.

Purpose:

The Hubbard Strategic Plan project is designed to build consensus around current and future planning issues faced by the City. The project involves the development of two primary elements: a community vision statement and a strategic plan.

The vision statement represents the idealistic hopes and dreams of the community. The vision statement appeals to common values and uses positive word pictures and images to convey enthusiasm and anticipation about the future of the community. The vision statement is essentially a 20-year guidepost that provides a framework for future decisions. It is intended as a very broad statement that encompasses all aspects of the community in support of Hubbard's high quality of life – from a vibrant economy and attractive downtown to pleasant neighborhoods and a healthy natural environment.

The strategic plan identifies the specific actions needed to move the City of Hubbard forward during the next five years in pursuit of its vision. These actions or strategies are detailed enough to include the identification of implementers, cost projections, funding sources, and completion deadlines.

The shorter time frame for this element has a very important purpose. It encourages implementation and measurement, ensures accountability for those individuals and groups assigned to implement the strategies, and builds momentum by enabling the community at large to witness and celebrate the successful completion of those strategies. The diverse array of strategies within the plan encourages broad community involvement, thereby further enhancing progress toward the fulfillment of the vision.

Process:

The Hubbard Strategic Plan Task Force initiated the visioning and strategic planning process with an all-day retreat on October 26, 2002. Subsequently, the Task Force conducted 10 work sessions between November 2002 and April 2003 to complete their work.

During their initial meetings, Task Force members were asked to provide a preliminary listing of specific actions they most wanted to undertake within the community during the next five years. Those preliminary strategies are as follows:

- beautify Hubbard
- racial integration
- city core developed to focus on events and activities
- accessibility
- better use of parks (tables and grills)
- more public participation in city government
- enhancement of public spaces
- pedestrian safety (more sidewalks)
- more public transportation
- need freeway access
- 5th and A streets
- need transportation for senior citizens
- keep parks clean and safe
- faster Internet service
- streetscape improvements
- maintain rural livability
- sidewalk improvements
- preserve habitat
- traffic control
- Park Eastside 99
- more parks and activities for children
- growth of fire department
- develop business districts
- police and fire departments need more outreach to public
- better crime prevention
- preserve small-town atmosphere

- enhance city “curb” appeal
- address drug problems
- Woodburn connection
- wake up to environmental issues
- reinforcement of value of kids and family
- emphasis on cultural events
- preserve historical heritage
- downtown redevelopment
- build community relationships; “neighborhood networking”

The Task Force then prepared a community vision statement:

“Hubbard is a thriving family-oriented community with a rich heritage and a vibrant economy. The people of Hubbard are friendly, caring, well-informed, and actively contribute to the safety and well-being of the community. Harmony and a strong work ethic define the very essence of Hubbard. Hubbard is ‘the small town with a big heart’.”

Based upon all of the subsequent discussion and interaction among Task Force members during the last six months, five critical issue categories have been identified:

- 1. Downtown revitalization and business development**
- 2. Transportation and traffic control**
- 3. Parks and recreation**
- 4. Historic preservation**
- 5. City services and facilities**

The remainder of this report addresses all strategies by category as developed by the Hubbard Strategic Plan Task Force and includes all pertinent details essential for effective implementation.

Issue category #1: *Downtown revitalization and business development*

Strategy 1-1: *Prepare downtown revitalization and business development plan.*

The scope of work for the plan may include a conceptual analysis of the following projects:

- *Creation of a downtown theme (e.g., an artist village)*
- *Inventory of selected sites for tree-planting program*
- *Beautification of city shop and water tower area*
- *Development of shelter - playground facility and ongoing maintenance plan for Barendse Park*
- *Provision of shade near fountain and play area in Rivenes Park*

Implementers and support groups:

- *City Council – staff*
- *Oregon Downtown Development Association (ODDA)*
- *local businesses*

Projected cost: *\$15,000*

Funding source(s):

- *ODDA grant (\$14,000)*
- *Private donations (\$1,000 local match for ODDA grant)*

Completion deadline: *August 2003*

ODDA interviews: June 24-26 2003

Plan preparation: August 2003

Strategy 1-2: *Create Hubbard Downtown Business Association*

Implementers and support groups: *Jan Lafollette*

Projected cost: *N/A*

Funding source(s): *N/A*

Completion deadline: *August 2003*

Issue category #2: *Transportation and traffic control*

Strategy 2-1: *Implement traffic control plan (signage, speed bump placement, etc.) (keystone strategy)*

Traffic Control Plan would include the following projects:

- *Improve and extend 3rd Street from 'A' Street to Grimm Road*
- *Improve 5th Street to 'collector' street specifications from 'D' Street north to Baines Boulevard*
- *Redesign 'D' Street between Key Bank and Hubbard Market*
- *Connect Baines Boulevard to 3rd Street*
- *Improve intersection @ 5th and 'D' streets*
- *Extend center turn lane north along Highway 99E to the city limits*
- *Reduce speed limit on Highway 99E within city limits*
- *Encourage utilization of 'D' Street signal for Highway 99E access*
- *Construct pedestrian path along Highway 99E to Chevron service station*
- *Create new gateway signs on Highway 99E*
- *Install directional sign from Highway 99E to business district on City-owned property*
- *Build or improve sidewalks along 'D' Street; initiate voluntary citizen participation program*

Implementers and support groups:

- *City Council – staff*
- *Traffic Safety Advisory Commission*
- *neighborhood residents*

Projected cost: *\$200 - 500*

Funding source(s): *City General Fund*

Completion deadline: *June 2004*

Strategy 2-2: *Construct bus shelter in the vicinity of Rivenes Park, including appropriate signage and CARTS-approved route schedule*

Implementers and support groups:

- *City staff (conduct citizen survey for user input)*
- *Strategic Plan Task Force*
- *CARTS*
- *MWACT*
- *local businesses*
- *property owners*

Projected cost: \$900

Funding source(s):

- *City General Fund*
- *local businesses*
- *churches*
- *private donations*

Completion deadline: *July 2003*

Issue category #3: *Parks and recreation*

Strategy 3-1: *Develop parks and open space master plan*

Implementers and support groups:

- *City Council-Staff*
- *COG*
- *Public Works*
- *citizen advisory committee*
- *Oregon State Parks Department*

Projected cost: \$25,000

Funding source(s):

- *Oregon State Parks Department*
- *Rural Investment Fund*
- *private donations*

Completion deadline: *June 2004*

Issue category #4: *Historic preservation*

Strategy 4-1: *Encourage preservation of historic homes and buildings*

Implementers and support groups: *Matt Kennedy*

Projected cost: *N/A*

Funding source(s): *N/A*

Completion deadline: *June 2003*

Strategy 4-2: *Investigate creation of historical district*

Implementers and support groups: *Matt Kennedy*

Projected cost: *N/A*

Funding source(s): *N/A*

Completion deadline: *June 2003*

Issue category #5: *City services and facilities*

Strategy 5-1: *Build community center (keystone strategy)*

Community Center could be used for the following activities:

1. *"Mums and Tots"*

2. *pre-school and after-school*
3. *recreation (basketball court)*
4. *senior citizens outreach*

Use Community Center as "rallying point"; determine need, location, uses, and floor plan

Implementers and support groups:

- *Council-Staff*
- *COG*
- *HOPS (Hubbard Organization for Progress and Safety)*
- *local churches*
- *citizens (through town hall meeting)*
- *Randy Westrick (Woodburn Recreation and Park Director)*

Projected cost: \$500,000

Funding source(s):

- *Rural Investment Fund (RIF) grant*
- *Rural Development Initiatives (RDI) grant*
- *private donations*
- *local business owners*

Completion deadline: 2007

Strategy 5-2: *Conduct citizen survey to determine level of support for yard waste disposal services*

Implementers and support groups: *City staff*

Projected cost: \$500

Funding source(s): *private donations*

Completion deadline: *June 2004*

Strategy 5-3: *Prepare chart graphics depicting levels of taxpayer investment in city services*

Implementers and support groups:

- *City staff*
- *COG*

Projected cost: *staff time*

Funding source(s): *N/A*

Completion deadline: *June 2003*

Strategy 5-4: *Conduct town hall meeting addressing current and projected future needs for city services*

Implementers and support groups: *City staff*

Projected cost: *staff time*

Funding source(s): *N/A*

Completion deadline: *September 2003*