

2020 GOAL-SETTING NOTES

CITY OF HUBBARD, OREGON

City Council Goal-Setting

June 17th, 2020

Hubbard Fire Hall

City Council Members In Attendance: James Audritch, Michelle Dodge, Robert Prinsler, Charles Rostocil (Mayor), Tyler Thomas.

City Staff in Attendance: Mike Krebs, Melinda Molinger, Vickie Nogle, Dave Rash, Judy Smith,

Others in Attendance: Sue Dicile, facilitator.

The following is a summary of discussions at the City of Hubbard 2020 Goal-Setting session. The session, from 4pm – 7pm on June 17th 2020, included synthesis of information resulting from pre-session interviews with all council members and department heads, and group discussion and decision-making during the session, resulting in a suite of city priorities for the 2020-2021 timeframe.

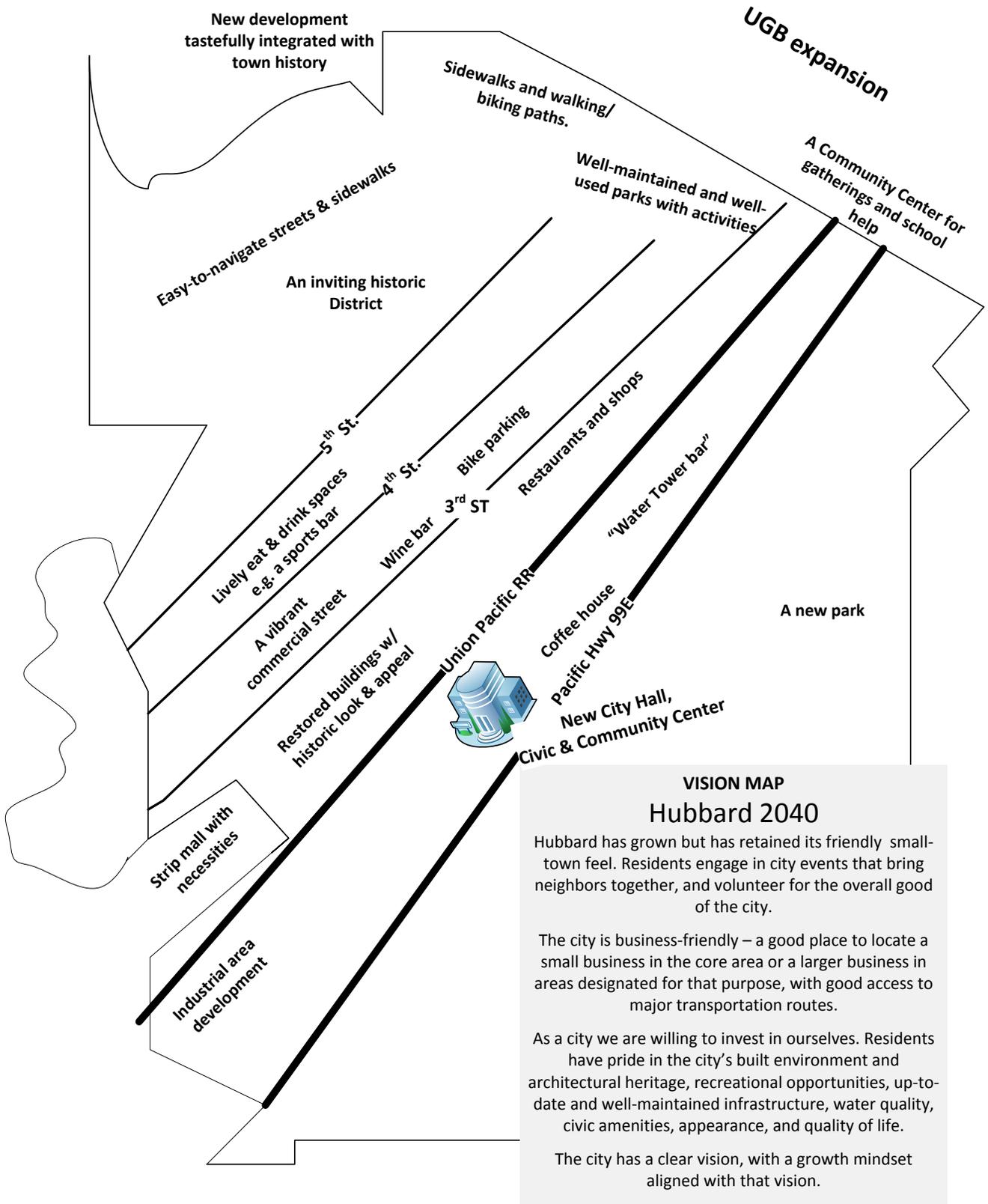
SWOT Assessment

Based on information from pre-session interviews with Council members and in-session discussion the following SWOT Assessment was established. Items prefaced by a star (★) are those included in the priorities set for 2020-2021.

<p>Strengths</p> <ul style="list-style-type: none"> ➤ Identity as a small town with history, livability, & safety. There are many longtime residents. People know and help each other. Lack of “urban problems”. Care shown for all residents. ➤ Location. Proximity to large urban areas & I-5. 205, 99 E & W, an international airport. A major highway brings people through town. ➤ Dedicated, capable employees who go above and beyond what’s asked of them. ➤ A cadre of involved & helpful citizens. ➤ Solid law enforcement that is interactive with the community. 	<p>Weaknesses</p> <ul style="list-style-type: none"> ➤ Size limits type of businesses that come to Hubbard. Limited area in which to expand the urban growth boundary. ➤ ★“The city looks neglected.” Old streets are narrow with limited parking; potholes, cracked sidewalks need fixing but require funding. ➤ “Growing pains.” More housing will require more land, water & infrastructure capacity; while increasing taxes is difficult with 40% below the poverty threshold. ➤ Communication among staff and council is difficult under the “weak mayor” framework. Difficult for all to be in the same loop. No one is in charge of communication.
<p>Opportunities</p> <ul style="list-style-type: none"> ➤ Assess & enhance competitiveness as a housing or visiting destination. ➤ Leverage our annexed area. ➤ ★Obtain grants and matching funds. ➤ Increase team effort within the City. ➤ Provide contract policing services to other Marion County cities. ➤ ★Update systems: water, roads, sidewalks. 	<p>Risks/Threats</p> <ul style="list-style-type: none"> ➤ Financial uncertainty due to Covid-19. ➤ ★Aging water system and other infrastructure. Citizens are sensitive to water rates increases, even in cases where it is functionally necessary. ➤ EOCs at Fire Hall and City Hall are both vulnerable to a train derailment.

Hubbard 2040

Council and staff engaged in a visioning exercise that resulted in the Vision Map, below. It illustrates Council's aspirations for the built environment as well as for the look-and-feel and culture of the city. Council is likely to revisit, review and revise this visual representation of its shared vision in future discussions.



Discussion of Priorities for 2020

Take-Aways from the Hubbard 2040 Visioning Exercise Debrief

The following points were highlighted in the council and staff debrief of the Hubbard 2040 visioning exercise.

- Hubbard residents value and want to retain the city's small-town feel.
- Community events may bring people out to engage in the city and bring the community together. Events could include a reprise of National Night Out, expansion of the Farmers Market, Movies in the Park, wine tours and the Pub Crawl.
- There is community interest in a Community Center.
- Amenities that residents want and would engage in include:
 - ⇒ Paths and sidewalks that provide greater walkability.
 - ⇒ Vibrant community gathering places.
 - ⇒ Preserved historic architectural heritage.

Community Perspective

Based on anecdotal information such as residents' comments at council meetings and exchanges with council members in the community, the following resident-held priorities were identified.

- East side parks
- Stronger water pressure
- A community center
- Less speeding in neighborhoods and major arterials and highways
- Street and sidewalk repair

Known Necessities on the Horizon

Imperatives upcoming in the current or subsequent years were acknowledged and discussed.

- Effluent cooling system
- Water system expansion and upgrade
- Street and sidewalk repair
- Evolving police mandates

Strategic Priorities for the City of Hubbard in 2020 – 2021

Based on council and staff discussion the following strategic priorities was identified. The list includes completion or continuation of existing priorities and initial stages of new priorities.

- ⇒ Complete preparation on the construction bid for a **water system upgrade**.
- ⇒ Inventory needs for **street and sidewalk repair**, determine incentives and budget, and begin work as feasible based on budget and participation in incentives.
- ⇒ Complete **City Hall revitalization**.
- ⇒ Complete **G St. revitalization**.
- ⇒ Complete **5th St. paving and sidewalks**.
- ⇒ Determine **opportunities for new funding mechanisms** such as grants and matching funds.
- ⇒ Inventory available properties and determine costs for an **east side park**.
- ⇒ Coordinate with the MWCOG on **3rd St. revitalization**.
- ⇒ Anticipate and plan for **community involvement** in city decision-making

Goals & Milestones for 2020 - 2021

The following page illustrates Council's priorities for 2020–2021 and anticipated milestones along a timeline.

Goals with Major Milestones

Timelines and milestones will be reviewed by city staff and may be periodically revised due to circumstances and capacity.

GOALS	MAJOR MILESTONES							Outyears
	1 st QTR 20/21 (July-Sept 2020)	2 nd QTR 20/21 (Oct-Dec 2020)	3 rd QTR 20/21 (Jan-Mar 2021)	4 th QTR 20/21 (Apr-June 2021)	1 st QTR 21/22 (July-Sept 2021)	2 nd QTR 21/22 (Oct-Dec 2021)	3 rd QTR 21/22 (Jan – Mar 2022)	
Water System Upgrade	Plans drawn up and cost-per-\$1000 known	If “Go” If “No Go” →	Community engagement begun →	Bond goes to vote →	If bond passes, → →	Bond developed →	Ready to go for construction bid	
Street & Sidewalk Repair		Homeowner and overall city needs inventoried	Incentives determined	Goals revisited in light of budget	Work begun as financially feasible			
City Hall Revitalization		DONE						
G St. Revitalization		DONE						
5 th St. Paving & Sidewalk		DONE						
New Financing Mechanisms	Council info session & discussion held	Opportunities identified in conjunction with MWVCOG	Opportunities pursued	→	→	→	→	
East Side Park			Available properties inventoried and costs known	(If availability and costs feasible) Path forward determined	→	→	→	
3 rd St. Revitalization		Council discussions begun	COG/City coordinate. Plan established					
Community Involvement	-----Involvement addressed in a focused session once per year, and as city initiatives require-----							