

## City Council Goals 2021

Leslie's list from notes of goal setting meeting

- 1) Improve timeliness, relevance, quality, and effectiveness of city service delivery.
- 2) Prioritize and demonstrate environmental responsibility in actions and decisions.
- 3) Strengthen relationships with community.
- 4) Provide a safe environment.
- 5) Demonstrate financial responsibility.

After listening to the recording of the goal setting meeting the following changes were made. Goals 1-3 remain unchanged. Goals 4 and 5 were rewritten using language from the meeting.

- 1) Improve timeliness, relevance, quality, and effectiveness of city service delivery.
- 2) Prioritize and demonstrate environmental responsibility in actions and decisions.
- 3) Strengthen relationships with the community.
- 4) Protect and improve the health and safety for residents, businesses, and visitors.
- 5) Establish a stable and reliable financial system.

The role of council goals should be to guide commissions and staff in their execution of city duties.

**Improve the timeliness, quality, relevance and effectiveness of city service delivery.**

- Survey the community about perceptions & experiences with city services for the next two years
- Develop standards for service & methods to assess their effectiveness
- Develop tools to assist providing services and measuring results & effectiveness

**Demonstrate environmental responsibility in decisions and actions.**

- Identify potential environmental issues that may impact our community
- Review city plans for potential environmental issues
- Encourage staff and commissions to act on opportunities that positively impact our planet

**Improve citizen communications and involvement.**

- Seek public comment before projects are initiated
- Make the yearly capital project list more visible
- Use Yachats Property Inventory for targeted e-mail to streets, neighborhoods, subdivisions, etc.
- Update Comprehensive Plan survey questions
- Develop methods to reach a greater percentage of our community

**Strengthen relationships with the community (combine with improve communication)**

- Demonstrate commitment to community input by using Comp Plan survey to guide decisions
- Improve institutional memory to ensure consistency in decision making

**Provide a safe environment.**

- Implement improvements in water supply and retention
- Add appropriate street signage where needed
- Consider traffic calming improvements in residential neighborhoods
- Identify improvements to manage storm water flow
- Monitoring and Completion of Oceanview Drive
- Improve skatepark ramp safety

**Demonstrate financial sustainability and sound business practices.**

- Improve financial reporting - monthly reports that are easy to understand
- Improve community access to financial data
- Bring accounting in-house
- Add a finance officer to staff
- Add financial expertise to Finance Committee

- Clarify the role of the Finance Committee
- Tap volunteer financial strength in the community

Prepared by: Greg Scott and Mary Ellen O'Shaughnessey

Work on goals for Feb 17 packet: Councilor Stott and Mayor Vaaler

- . 1) Improve timeliness, relevance, quality, and effectiveness of city service delivery.
  - a. Consider the role of the city administrator as well as those of other personnel positions, making sure they match Yachats' needs. Address with suitable actions.
  - b. Match code enforcement delivery, written code, and citizen's needs
  - c. Monitor vacation rental license enforcement and tax collection
- . 2) Prioritize and demonstrate environmental responsibility in all actions and decisions.
  - a. Prioritize water sustainability: plan for water storage and protection of watershed
  - b. Protect trees and forested areas with an eye to terrain stability, views, air quality, and more.
  - c. Protect bluff along Ocean view drive
- . 3) Strengthen relationships with community.
  - a. Provide opportunities to listen to citizens; host community open forums to seek input and guidance from the community
  - b. Develop a 2035 vision plan
  - c. Take steps to preserve the character of our community
  - d. Advertise and sponsor modest cost events/activities that brighten the lives of citizens
  - e. Develop good communication with businesses and chambers.
- . 4) Provide a safe environment.
  - a. Prioritize water sustainability: plan for water storage and protection of watershed
  - b. Adopt and enforce appropriate pandemic measures to protect our citizens
  - c. Make the 804 South trail safe for pedestrians (with enhancements that encourage walking)
  - d. Make intersections safer by signage, cones, or other modifications
  - e. Determine alternate egress routes and educate citizens about them
  - f. Ensure parks are safe for users of all ages
- . 5) Demonstrate Financial Responsibility.
  - a. Practice longterm planning, making choices that allow city to build up reserves; rethink the finance committee to provide superb CIP guidance.