

# 2026 CITY COUNCIL GOALS

## PROJECT GOALS

These goals are of limited duration or have a set target in time or space.



**Goal 1:** Identify industrial land and attract employers to encourage family wage jobs.

O1: Make application to bring land into the urban growth boundary to zone for light manufacturing within 5 years.



**Goal 2:** Enhance community safety.

O1: Install red light and speed cameras and other speed reduction measures within two years.



**Goal 3:** Create and maintain a high level of transparency with our residents in order to build trust.

O1: Expand communication outreach in regard to regular city events and additional involvement with city businesses by the end of 2026.



**Goal 4:** Implement a careful and prudent fiscal policy.

O1: Begin reducing and eventually eliminate the City's debt in a steady, prudent way without compromising the City's ability to provide essential services and functions.

O2: Reduce elements of the municipal billing statement.

O3: Ensure that the city has a long-term financial plan that supports its goals and objectives.

O4: As a secondary focus to the maintenance of our existing roads we will explore the concept of converting small sections of gravel streets to modern paving.

O5: Look for ways to fund road repair and to remove the TUF fee from utility bills.

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*(Project Goals continued)*



**Goal 5:** Revitalize and beautify the appearance and utility of Newberg's downtown area.

O1: In partnership with NDC, seek funding sources to implement the main street program.

O2: Work with all stakeholders to explore the creation of a historic designation for the downtown corridor within three years.



**Goal 6:** Preserve the balance between the needs of the tourism industry and preserving the character of our town.

O1: Act as a resource to assist the community in obtaining grants to improve the city.

## CONTINUOUS GOALS

These goals are intended to be kept top-of-mind as the city council creates policy and legislation.

A: Ensure Newberg infrastructure (roads, water, city employees) is in good repair and supply.

- Review the capital improvement projects annually.
- Focus on road and sidewalk improvements in Districts 1 & 3.

B: Continue with community policing partnerships (SRO youth-work, anti-addiction classes, citizen's academy and more).

C: Look for funding sources to save and prepare for the new water treatment plant.

D: Develop ways to help tourism and the wine industry flourish.

E: Further strategic planning and growth with local taxing districts.

F: Continue to create and maintain a high level of customer service by following our customer service guides. All staff will undertake training on this subject annually.