

# 2025 CITY COUNCIL GOALS

## PROJECT GOALS

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



**Goal 1:** Continue to create and maintain a high level of customer service.

- O1: Create the departmental customer service standard for each department by July 2026 (v2 of the customer service guidebook).
- O2: Continue to streamline the process for issuing building permits (implement Open Gov and other steps).



**Goal 2:** 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 3:** Enhance community safety.

- O1: Work with Newberg School District to provide an additional School Resource Officer (remove after new contract is signed).
- O2: Install red light and speed cameras and other speed reduction measures within two years.



**Goal 4:** 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.
- O2: Develop new streamlined council rules to institutionalize our administrative enhancements. This will include the following enhancements from the last round of council goals:
- Work sessions prior to each decision item
  - Seven-day publication schedule for council packets
  - Executive summaries on all council packet items of 100 pages or more
  - A more streamlined parliamentary procedure

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## Goal 5: 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.



## Goal 6: 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 7: Preserve the balance between the needs of the tourism industry and preserving the character of our town.

- O1: Implement and codify the new STR rules within one year.
- O2: 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.