

Goals | Objectives

- G1 | Create and maintain a high level of customer service.**
1. Improve customer service in all departments.
 2. Streamline the process for issuing building permits.
 3. Create a team to involve engineering and planning in regular simultaneous review work.
 4. Publish a customer service standard with a measurement system.
- G2 | Identify industrial land and attract employers to encourage family wage jobs.**
1. Identify land other than the Mill site to zone for Light Manufacturing.
 2. Work to bring land into the urban growth boundary to zone for light manufacturing within 5 years.
 3. Attract family wage jobs to Newberg using the urban renewal district and Construction Excise Tax savings to be competitive.
 4. Remove barriers/deterrents to new, "clean" / light industrial employers that will provide family wage jobs.
- G3 | Ensure Newberg infrastructure (roads, water, city employees) is in good repair and supply.**
1. Regularly review the capital improvement projects (annually).
 2. Focus on road and sidewalk improvements in Districts 1 & 3.
 3. Examine feasibility of increasing downtown parking.
- G4 | Enhance community safety.**
1. Work with Newberg School District to provide an additional School Resource Officer.
 2. Install red light and speed cameras and other speed reduction measures within two years.
 3. Continue with community policing partnerships.
- G5 | Create and maintain a high level of transparency with our residents in order to build trust.**
1. Expand communication outreach in regard to regular city events and additional involvement with city businesses.
 2. Ensure that information shared on agendas and in council meetings shall be clear and have context for the residents.
 3. Legislative policy decisions shall require a work session before a vote.
- G6 | Implement a careful and prudent fiscal policy.**
1. 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.
 2. Reduce elements of the municipal billing statement.
 3. The city will prudently lower System Development Charge fees.
 4. Ensure that the city has a long-term financial plan that supports its goals and objectives.
- G7 | Increase land availability for housing.**
1. Seek to re-zone small pieces of land inside the city limits from light industrial to residential.
 2. Work to bring land into the urban growth boundary to zone for residential purposes within 5 years.
 3. Look at annexation opportunities.