

For updates on our progress with Council Goals, visit:
<https://www.newbergoregon.gov/citymanager/page/newberg-city-council-goals>

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.*