

**CITY OF FLORENCE
RESOLUTION NO. 6, SERIES 2019**

A Resolution Reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence Work Plan.

RECITALS:

1. The City Council periodically establishes goals to guide its actions in carrying out the business of the City.
2. The City Council considered and identified its goals during its annual planning sessions in 2015-2016 and reaffirmed its goals for the 2017-18 City of Florence work plan.
3. The City Council agreed at it's January 14, 2019 work session that the City Goals adopted in 2017 still met the values of the City of Florence for 2019 – 2021 and thus should be continued.
4. The City Council has worked with staff to prioritize the objectives and tasks to be worked on during the July 1, 2019 – June 30, 2021 time period.
5. The City Council has indicated its intent to utilize the July 1, 2019 – June 30, 2021 work plan priorities in the creation of the upcoming budget.

Based on these findings,

THE CITY COUNCIL OF THE CITY OF FLORENCE RESOLVES AS FOLLOWS:

1. The City of Florence approves the City Goals as set forth in Exhibit A.
2. The City of Florence approves the July 1, 2019 – June 30, 2021 Work Plan as set forth in Exhibit B.
3. The City Recorder is authorized to administratively correct any grammatical errors contained herein and to reformat the City Work Plan provided no substantive changes in content shall occur.
4. This Resolution shall become effective immediately upon adoption.

ADOPTION:

This Resolution is passed and adopted on the 1st day of April, 2019.



Joe Henry, Mayor

Attest:



Kelli Weese, City Recorder

City of Florence

Oregon's Premier Coastal Community

1

City Service Delivery

Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.



2

Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Florence residents and visitors.



3

Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



4

Communication & Trust

Sustain and improve the City's communication program and strengthen citizen trust.



5

Financial & Organizational Sustainability

Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.



City of Florence
July 1, 2019 – June 30, 2021
Work Plan

Preliminary Priority		Goal(s) Addressed
1	Housing Efforts & Initiatives <i>(Development, Regulations, Workforce/ Affordable Projects & Support, Homelessness & Incentives)</i>	<ul style="list-style-type: none"> • <i>Goal 2: Livability & Quality of Life</i> • <i>Goal 3: Economic Development</i> • <i>Goal 5: Financial & Org. Sustain</i>

Development Regulations

Objective 1: Continue working with the Oregon Department of Land Conservation & Development (DLCD) to complete residential zoning code audit and amend residential land use codes to streamline regulations and address barriers concerning development of housing.

- **Task 1:** Host code concepts work session with Community & Economic Development Committee (CEDC) and invite Council and Planning Commission.
- **Task 2:** Prepare amendments to Florence City Code based upon priorities of community.
- **Task 3:** Evaluate proposed code amendments for viability.
- **Task 4:** Host public open house.
- **Task 5:** Amend proposed code amendments based on public input and receive recommendation from CEDC.
- **Task 6:** Host joint public hearing process with Planning Commission & City Council.
- **Task 7:** Create marketing materials/ Public Service Announcements/ etc. to notify builders and public of changes.

Objective 2: Update Florence City Code Titles 10 and 11 to address deficiencies outside of the DLCD Technical Assistance program scope or funding availability.

Objective 3: Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018.

Objective 4: Evaluate and amend short term rental policies to ensure adequate housing supply for workforce.

Housing Development

Objective 1: Support community partners in development of workforce/ affordable housing.

- **Task 1:** Support Neighborhood Economic Development Corporation (NEDCO) with development of Airport Road site.
- **Task 2:** Support other non-profit efforts to provide additional workforce/ affordable housing.

Objective 2: Evaluate the City's role and potential costs/ locations for city participation in workforce housing development projects.

- **Task 1:** Work with Community & Economic Development Committee to perform rental market study and market efforts to developers.
- **Task 2:** Evaluate City, government partners, and non-profit owned property to determine viability for use in workforce housing projects.
- **Task 3:** Explore local and regional funding options to support development of housing for low- and moderate-income households.
- **Task 4:** Work with partners to pursue state and federal grants to design and finance workforce housing projects.
- **Task 5:** Pursue partnerships with local partner agencies to develop student housing, including but not limited to, Lane Community College, Siuslaw School District, Peace Health, Port of Siuslaw, and the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians.

Objective 3: Coordinate with major local employers in efforts to develop and support housing affordable to their workforce.

- **Task 1:** Including, but not limited to Peace Health, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Siuslaw School District and City of Florence.

Objective 4: Explore options for accommodating transitional housing and make necessary code updates.

Old Town/ Main Street Development

Objective 1: Support the Florence Urban Renewal Agency's (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.

- **Task 1:** Reach out to property owners to determine interest in partnering with the City and FURA for marketing/ development opportunities and for design assistance.
- **Task 2:** Work with property owners to determine barriers to development and potential solutions.
- **Task 3:** Work with property owners to develop marketing materials including video, brochure, web presence etc.

Financial Incentives

Objective 1: Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development.

- **Task 1:** Evaluate System Development Charge structure for long-term viability of workforce housing incentives.
- **Task 2:** Evaluate opportunities for implementing property tax exemptions for workforce housing projects.
- **Task 3:** Evaluate other public funding/ incentives mechanisms as appropriate.
- **Task 4:** Work with funding partners to identify different types of housing subsidies and funding options.

Preliminary Priority		Goal(s) Addressed
2	Family Wage Jobs & Workforce Development (Retention, Expansion, Marketing, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Infrastructure

Objective 1: Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities.

- Task 1: Complete North Hwy 101 Sewer Extension, West Side.
- Task 2: Complete North Hwy 101 Sewer Extension, East Side.
- Task 3: Complete Hwy 126 Water & Sewer Extension.
- Task 4: Complete Hwy 126 Water & Sewer Extension, Phase 2.

Business Retention & Expansion

Objective 1: Develop a business retention & expansion program in coordination with community partners.

- Task 1: Develop and implement annual business survey.
- Task 2: Follow up with business survey submittals on business needs in the community.

Objective 2: Support the Florence Urban Renewal Agency's (FURA) efforts to continue a predevelopment grant program.

- Task 1: Continue management of the predevelopment grant program.
- Task 2: Analyze the financial feasibility of accepting additional applications for the program.

Objective 3: Continue to monitor new business licenses & perform outreach.

- Task 1: Create new business welcome program to local businesses to educate them on permitting and building requirements before they purchase a property or sign a lease.

Objective 4: Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.

- Task 1: Analyze the financial feasibility of the creation of a Façade improvement program, and if feasible develop and deploy program.
- Task 2: Work with community groups to develop and/ or enhance award program for façade and landscaping improvements.

Marketing & Recruitment

Objective 1: Expand marketing for the Pacific View Business Park and research available methods to help promote development.

- **Task 1:** Streamline purchasing process for lots by preparing public hearing process for all lots prior to potential sales.
- **Task 2:** Develop marketing materials including video, brochure, web presence etc.
- **Task 3:** Coordinate with Business Oregon, Lane County and the South Coast Development Council for out of area marketing.

Objective 2: Maintain information on available properties, buildings and businesses in Florence.

- **Task 1:** Update Available properties map quarterly.
- **Task 2:** Develop online portal for available properties through www.florencebusiness.org and ensure its interface with the Florence Area Chamber of Commerce's website.

Objective 3: Update and maintain florencebusiness.org website and information.

Tourism Promotion

Objective 1: Review transient room tax (TRT) allocation methodology, as well as marketing and visitor information center contract.

- **Task 1:** Support efforts of tourism marketing agencies including but not limited to Travel Oregon, Travel Lane County, Oregon Coast Visitor's Association, and the Florence Area Chamber of Commerce.

Objective 2: Discuss investment in Florence tourism promotion with Lane County.

Objective 3: Continue to support community driven efforts toward public space beautification, recreational opportunities and culture.

- **Task 1:** Work with community groups to develop a City-wide Holiday lighting program.

Objective 4: Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements in Old Town.

- **Task 1:** Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town.
- **Task 2:** Work with Old Town businesses on potential strategies for parking management.

Entrepreneurship & Innovation

Objective 1: Continue to support the Regional Accelerator & Innovation Network (RAIN), Small Business Development Center (SBDC), and Florence Area Chamber of Commerce entrepreneurship programs.

- **Task 1:** Evaluate progress and determine whether to fund additional service years.
- **Task 2:** Assist in marketing entrepreneurship events and trainings.
- **Task 3:** Provide support to business and potential business participants as necessary.
- **Task 4:** Support and advance efforts to obtain additional funding and incentives for entrepreneurship programs through grants or statewide funding initiatives.

- Task 5: Work with partners to build a program to educate local middle and high school students in the value of entrepreneurship.

Objective 2: Conduct feasibility study for redevelopment of key sites for public/ private development ‘incubator’ and ‘makers spaces’.

Education & Workforce

Objective 1: Support entities that provide education, workforce training, apprenticeship, and/ or internship opportunities to local students and residents.

- Task 1: Consider holding joint work session with Siuslaw School District to discuss School improvements, workforce training, and art/ music curriculum.
- Task 2: Work with Lane Education Service District, Lane Workforce Partnership, and other partner agencies to develop tools for student/ teacher workforce training, apprenticeships and/or internships.
- Task 3: Develop and market workforce recruitment video and other marketing materials.

Economic Development Community Outreach & Program Structure

Objective 1: Improve communication with Council and Community regarding the City’s economic development efforts.

- Task 1: Create and update lead tracking sheet for internal communication.
- Task 2: Create process to quantify private economic development improvements in the community.
- Task 3: Develop monthly newsletter/ web/ social media outreach on Economic Development efforts
- Task 4: Prepare quarterly reports to Council.

Objective 2: Develop Community & Economic Development Committee to assist in work plan efforts and outreach.

Objective 3: Develop long term staffing plan for economic development efforts.

Objective 4: Leverage resources by maintaining partnerships with regional agencies.

- Task 1: Including (but not limited to) Cascade West Economic Development District (CWEDD), South Coast Development Council (SCDC), Lane Workforce Partnership (LWP), Small Business Development Center (SCDC), Business Oregon, Lane County, Lane Community College, and the Florence Area Chamber of Commerce.

Preliminary Priority		Goal(s) Addressed
3	ReVision Florence Community Outreach & Completion (Hwy 101/ 126 Streetscape & Paving)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Public Outreach and Agency Coordination.

- Task 1: Coordination with ODOT through project construction.
- Task 2: Public outreach and communication during construction.

Objective 2: Plan for installation and funding of items removed from contract.

- Task 1: Purchase and installation of pedestrian amenities.
- Task 2: Funding plan, purchase and installation of pedestrian light arms and banner arms.
- Task 3: Funding plan and installation for construction of gateway monument pillars.
- Task 4: Determine funding strategy, timeline and installation to systematically complete Public Art within the streetscape project including both Art Exposed and permanent installations.
- Task 5: Coordination with the Chamber of Commerce on expanding the flower basket and banner program to Highway 101 in the project area.

Preliminary Priority		Goal(s) Addressed
4	Development of Quince Street Property (Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain.

Objective 1: Concept plan for property.

- Task 1: Develop concept plan for property and hotel feasibility analysis.
- Task 2: Determine financial strategy and complete necessary preliminary assessments including but not limited to lot line adjustments, geotechnical analysis, floodplain analysis, regrading, tree management, subdivision, etc.

Objective 2: Marketing & Development.

- Task 1: Develop marketing materials including video, brochure, web presence etc.
- Task 2: Hire commercial real estate broker and develop strategy for marketing property development including cost/ benefit analysis of RFP process for developer.

Preliminary Priority		Goal(s) Addressed
5	Parks & Park Improvements (Gallagher, River & Miller Parks and Estuary Trail)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Construct and develop new Siuslaw River Beach Access Park.

Objective 2: Plan and complete Siuslaw Estuary Trail – Hwy 126 to Port Property.

Objective 3: Conversion of Old Public Works to Gallagher Park.

- Task 1: Public outreach on what type of park amenities are desired for Gallagher park.
- Task 2: Create a master plan for the development of Gallagher Park over the next 2-5 years.
- Task 3: Design for new amenities and cost estimates.
- Task 4: Seek and obtain grant funding for park development.
- Task 5: Bid process for construction of new park facilities.
- Task 6: Construction of Gallagher Park expansion.

Objective 4: Support Community group grants to improve or create new parks.

- Task 1: Implement vision that was developed for the General Ben King Memorial Airport Gateway.
- Task 2: Work with school district and community volunteers to develop new soccer fields at middle school site.
- Task 3: Work with Siuslaw Baseball Association, Siuslaw Youth Soccer, and other community partners to rehabilitate and expand sport/ fitness opportunities at Miller Park.

Objective 5: Improve parks, trails, and walkability.

- Task 1: Develop trail brochure and update City webpage.
- Task 2: Complete major trail maintenance & repaving.
- Task 3: Expand park amenities in Old Town.
- Task 4: Expand pickleball opportunities at Rolling Dunes Park or Gallagher Park.
- Task 5: Relocate community gardens to Rolling Dunes Park.

Objective 6: Complete Park Master Plan Update.

- Task 1: Complete Park Master Plan update with specific projects and costs.
- Task 2: Seek long term financing plan to improve parks, trails and walkability.

Preliminary Priority		Goal(s) Addressed
6	Infrastructure & Capital Improvements (Water, Sewer, Stormwater & Streets)	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 2: Livability & Quality of Life

City Facilities

Objective 1: City Hall Remodel and Expansion Completion.

- Task 1: Completion of items outside of the City Hall construction contract, such as signage, records storage system, other items for facility utilization.
- Task 2: Employee training on new facility procedures and systems.
- Task 3: Development and completion of City Hall landscaping.
- Task 4: Construction of new retaining wall and staircase on the east side of the facility.

Objective 2: Deconstruction of Old Public Works.

- Task 1: Clear out items stored at the old facility.
- Task 2: Transition remaining Public Works Inventory and other items to the new public works facility.
- Task 3: Asbestos abatement for all facilities on the site.
- Task 4: Deconstruction and disposal of buildings after asbestos abatement.

Objective 3: Construct City Public Works Facility Phases 2 & 3.

- Task 1: Pursue grants for items not installed/ completed as part of the project, including 175 KW emergency power generator, video conferencing equipment and hybrid yard lighting.
- Task 2: Purchase new storage racks with correct weight limit rating for maintenance building.
- Task 3: Design and construct new 3-sided pole building(s).
- Task 4: Pave out parking lot.
- Task 5: Pursue grants for new fueling depot to be constructed on lot south of new Public Works.

Transportation

Objective 1: Complete Safe Routes to School Project.

Objective 2: Complete annual Chip/ Fog Seal Program.

Objective 3: Reconstruct Rhododendron Drive – Wildwinds to 35th including realignment, separated multi-use path and improved river overlook/ parking area.

Objective 4: Construct separated 12’ multi-use path along Rhododendron from 35th to North Jetty Road.

Objective 5: Construct separated 12’ multi-use path along Rhododendron from North Jetty Road to Heceta Beach Road.

Objective 6: Develop approach and funding to address deferred street maintenance.

Objective 7: Fix Spruce Street Culvert Failure.

- Task 1: Develop Plan.
- Task 2: Seek grant opportunities as available.

Objective 8: Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.

- **Task 1:** Prepare updates to the Transportation Systems Plan.
- **Task 2:** Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.
- **Task 3:** Determine methods for public outreach and input on proposed amendments and implement.
- **Task 4:** Host joint public hearing process with Planning Commission and City Council based on recommended amendments.

Objective 9: Enhance pedestrian and ADA crossing opportunity on Nopal and Bay Streets.

Objective 10: Support the Florence Urban Renewal Agency's (FURA) potential projects to complete sidewalk improvements within the FURA district.

- **Task 1:** Complete quick response sidewalk and ADA improvements in the area of Maple Street and Laurel Street.
- **Task 2:** Complete sidewalk replacement project along 2nd Street to address gaps and inadequate sidewalks, including ADA and installation of pedestrian scale lights.

Objective 11: Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.

Stormwater

Objective 1: Complete Old Town Stormwater Drainage Project – 6th Street Juniper to Hemlock and Hemlock to 1st Street.

Objective 2: Complete 2nd Street Stormwater Project.

Objective 3: Complete Stormwater Master Plan Update.

Objective 4: Complete Pine Court Stormwater Project.

Water

Objective 1: Complete 16-inch water line on 9th Street from Rhododendron to Kingwood, including stormwater repair at 9th and Hemlock.

Objective 2: Update Water Management and Conservation Plan.

Wastewater

Objective 1: Develop Facilities Plan for the Wastewater Treatment Plant.

- **Task 1:** Select consultant and develop scope.
- **Task 2:** Develop facilities plan to guide major equipment replacement and set the stage for expansion.

Objective 2: Develop plan for providing sewer to North Urban Growth Boundary.

- **Task 1:** Select consultant.
- **Task 2:** Develop 'master plan' for providing sewer to North UGB.
- **Task 3:** Explore and obtain grants to construct new gravity sewers in North UGB.

Airport

Objective 1: Complete Airport Runway/ Taxiway seal coat and lighting project.

Objective 2: Implement Airport Improvements according to Airport Master Plan.

Other Objectives and Tasks proposed to be included within the work plan are as follows:

Goal(s) Addressed	
Public Safety (Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement)	<ul style="list-style-type: none">• Goal 1: City Service Delivery• Goal 2: Livability & Quality of Life

Police, Dispatch, Jail

Objective 1: Develop permanent funding for School Resource Officer

Objective 2: Expand community support through National Night Out.

Objective 3: Continue to implement proven best practices for public safety agencies regarding homelessness, drug usage, mental illness, and other social concerns and support non-profit and government partners in community driven approaches.

Objective 4: Complete patrol squad room remodel / upgrade.

Objective 5: Complete 911 System and Dispatch Center Upgrade.

- **Task 1:** Communications Center Remodel.
- **Task 2:** Train Communications Officers on new system.

Objective 6: Maintain Compliance with Criminal Justice Information Services (CJIS) and Federal Crime Reporting.

- **Task 1:** Complete computer aided dispatch update with justice connect.
- **Task 2:** Complete Oregon national incident-based reporting system (ONIBRS).

Objective 7: Implement eCitations program.

Objective 8: Develop policies and procedures for Jail.

- **Task 1:** Continue to attend pertinent trainings.
- **Task 2:** Implement written polices

Court

Objective 1: Implementation of the e-conviction program for processing DMV convictions electronically.

Objective 2: Program implementation for collection of fines and fees through the Department of Revenue.

Objective 3: Continued implementation of process improvement and modernization.

Emergency Management

Objective 1: Continue to participate and lead efforts of the West Lane Emergency Operations Group (WLEOG).

- **Task 1:** Coordinate efforts to update and maintain the Emergency Operations Plan.
- **Task 2:** Develop departmental procedural checklists for City supported functions of the Emergency Operations Plan.
- **Task 3:** Assist in the coordination of and participate in local and regional emergency exercises.

Objective 2: Continue to develop and implement City emergency preparedness policies.

- **Task 1:** Develop a continuity of operations plan for the City.
- **Task 2:** Develop internal departmental procedures, policies, and checklists for emergency response.
- **Task 3:** Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.
- **Task 4:** Continue to coordinate specific ICS trainings for identified employee roles.

Code Enforcement

Objective 1: Update City's nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.

Objective 2: Implement code violation and citation tracking software to improve Code Enforcement workflow and communication among departments and to the public.

Objective 3: Create code enforcement operations manual to create the opportunity for professional volunteer assistance.

Objective 4: Explore funding options for additional code enforcement officer.

Goal(s) Addressed

Community Beautification & Aesthetics

- *Goal 2: Livability & Quality of Life*
- *Goal 3: Economic Development*

Community Gateway Signage

Objective 1: Develop welcoming gateway signage (N,S,E).

- Task 1: Identify locations.
- Task 2: Develop concepts for gateways.
- Task 3: Construct gateways.

Landscaping & Lighting

Objective 1: Improve Curb Appeal and protect natural areas from weed encroachment.

- Task 1: Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals.
- Task 2: Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts.

Objective 2: Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.

Public Art Program

Objective 1: Discuss and consider amendments to the process for acquisition of public art and the role & responsibilities of the Public Arts Committee through review of the Public Art Guidelines (Resolution No. 4, Series 2016) and the Public Arts Committee duties per FCC 2-4.

Objective 2: Central Lincoln PUD Mural Installation.

- Task 1: Work with Florence Urban Renewal Agency (FURA) on artist contract approval.
- Task 2: Complete City Council Hearing per Mural Code.
- Task 3: Prepare for art installation including public outreach, site logistics, etc.

Objective 3: Siuslaw Bridge Steps Art Installation.

- Task 1: Prepare for art installation including public outreach, site logistics etc.
- Task 2: Coordinate with ODOT for Intergovernmental/ Maintenance Agreement.

Objective 4: Art Exposed Program. Task 1: Continue to market preliminary four pieces on Bay Street for sales.

- Task 2: Replace four pieces in old town with new pieces.
- Task 3: Research locations for additional pieces within the Art Exposed Program including ReVision Florence and throughout the City, prepare financing plan, & installation timelines for Art Exposed pieces for ReVision Florence project.

Objective 5: Complete actions to encourage private funding and/ or donations of public art to leverage City funding.

- Task 1: Limit funding sources for the Public Art program to the City of Florence general fund, grants and private donations, and do not include funding from the Florence Urban Renewal Agency.
- Task 2: Research grant opportunities and prepare grant applications through staff and volunteer time.
- Task 2: Develop public art donation program.
- Task 3: Support efforts for nonprofit development of public art funding.

Objective 6: Public Outreach and Marketing of Public Art Program.

- Task 1: Improve communication with public concerning public art program objectives including monthly Siuslaw News Articles, speaking opportunities with community groups, social media and City website.

Objective 7: Prepare for next public art projects and long-term objectives/ strategies.

- Task 1: Perform public outreach on interest in public art program and art types.
- Task 2: Prepare master plan for next projects for Council consideration.

Objective 8: Complete Mural Code revisions with revisions to sign code where necessary.

- Task 1: Review potential options for Mural Code Amendments.
- Task 2: Prepare code amendments.
- Task 3: Joint work session with Council/ Planning Commission.
- Task 4: Complete public hearing process with the Planning Commission & City Council.

Objective 9: Determine viability of the development of a private property mural program/ match program.

- Task 1: Review cost/ benefits and potential structure of private property mural program.
- Task 2: Implement program via public outreach informational materials, application booklet and outreach to potential private partners etc.

Objective 10: Consider opportunities for sustainable funding/ staffing options.

Goal(s) Addressed	
Sustainability & Conservation	<ul style="list-style-type: none"> • <i>Goal 2: Livability & Quality of Life</i> • <i>Goal 3: Economic Development</i>

City Bio-Solids Program

Objective 1: Expand biosolids composting facility.

- Task 1: Perform a curbside yard debris collection cost-benefit/ feasibility study.
- Task 2: Identify and secure funding sources for expanding Flo-Gro processing.
- Task 3: Develop plan to market Flo-Gro product.

Recycling & Litter Reduction

Objective 1: Support Environmental Management Advisory Committee’s work to enhance efforts toward recycling and litter reduction.

- Task 1: Implement program to place garbage & recycling containers in identified problem areas of the city.
- Task 2: Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city codes.
- Task 3: Consider community discussion on eliminating availability of plastic straws.
- Task 4: Modify solid waste collection fees to include yard debris collection.
- Task 5: Implement Five “R” Restaurant rating program recognizing, awarding and educating sustainable environmental practices.
- Task 6: Support local community business endeavors that seek to recycle plastic, including but not limited to the ‘Precious Plastics’ program.

Goal(s) Addressed	
Misc. Code & Process Amendments	<ul style="list-style-type: none"> • <i>Goal 1: City Service Delivery</i> • <i>Goal 4: Communication & Trust</i>

Flood Insurance Rate Map Amendments

Objective 1: Update Titles 4 and 10 and the Florence Comprehensive Plan in support of 2018-19 Flood Insurance rate map amendments.

Land Use Housekeeping Amendments

Objective 1: Perform general housekeeping updates to Titles 10 and 11.

Objective 2: Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs.

City Licensing

Objective 1: Reassess and update the City's various licensing where appropriate.

- Task 1: Street Closure.
- Task 2: Business Licenses.
- Task 3: Special Events & Parades.
- Task 4: Liquor Licenses.
- Task 5: Taxi Codes.

Elections

Objective 1: Update elections ordinance to clarify city deadlines.

Goal(s) Addressed	
Committee, Commission & Board Management	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>

Florence Urban Renewal Agency (FURA)

Objective 1: Review FURA Bylaws, City Code and FURA Plan to ensure consistency with current objectives and practices.

City Committees & Commission Coordination

Objective 1: Implement updated City Committee & Commission policy manual.

- Task 1: Ensure committee/ commission volunteers are appointed and trained for posts for city processes, public meetings law and Oregon government ethics laws.
- Task 2: Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan.
- Task 3: Convert Planning Commission meeting materials to digital delivery system and train members on usage.

Objective 2: Ensure Committee & Commission effectiveness in supporting Council Goals & Work Plan.

- Task 1: Evaluate Committee's work plans in context of overall City work plan objectives.

Goal(s) Addressed	
Internal City Processes & Procedures	<ul style="list-style-type: none"> • <i>Goal 1: City Service Delivery</i> • <i>Goal 5: Financial/ Organizational Sus.</i>

Customer Service

Objective 1: Implement customer service updates at the remodeled City Hall.

Objective 2: Evaluate potential amendments to City Hall office hours.

Human Resources

Objective 1: Complete Administrative Services Department Restructure.

Objective 2: Complete negotiations with the Florence Police Association for contract ending 2020.

Objective 3: Implement City intranet system for all employees to use.

Objective 4: Ensure staff are trained for their positions and in applicable state laws including ethics, public records, harassment etc.

- **Task 1:** Ensure new staff are trained during on-boarding process and all other staff are trained every two years.

Objective 5: Develop system to track employee trainings.

Objective 6: Improve employee safety and risk management.

- **Task 1:** Adopt updated safety manual and continue work towards safety committee, volunteer policies, and learning center trainings.

Objective 7: Improve employee experience and improve employee retention.

- **Task 1:** Update City personnel handbook and other policies.
- **Task 2:** Update City’s performance evaluation/ reviews procedure.
- **Task 3:** Participate in 3rd party trainings as appropriate.
- **Task 4:** Complete salary survey.
- **Task 5:** Develop strategies for succession for key personnel positions.

Objective 8: Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services.

Records Management

Objective 1: Improve City’s records management and retention program.

- Task 1: Determine viability of staff assistance for records program.
- Task 2: Research and determine best methods for short- and long-term records.
- Task 3: Research and implement off-site storage options.
- Task 4: Setup protocols to relocate records for long- and short-term storage.
- Task 5: Continue to digitize and index the City’s permanent and long-term records.
- Task 6: Setup protocols and processes for retention of City email records.
- Task 7: Research and potentially implement records retention software.

Objective 2: Update Public Records Request Policies and research software solutions for potential implementation.

Communication Guidelines

Objective 1: Development of a City-wide communications and style guide.

- Task 1: Press release and public service announcement template utilization across City.
- Task 2: Updates to the press release distribution list and procedures.
- Task 3: Define how information is shared with different stakeholder groups to provide consistency across the organization.
- Task 4: Employee training on new procedures.

Goal(s) Addressed	
Financial Processes & Transparency	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>• <i>Goal 5: Financial/ Organizational Sus.</i>

Contracting Rules

Objective 1: Update the City’s Contracting and purchasing rules according to ORS requirements.

Financial Sustainability

Objective 1: Review and update long-range financial forecasts annually for all funds. Identify funding gaps and approaches to ensure financial and organizational sustainability.

- Task 1: Evaluate general fund specific considerations – perform research on property valuations and impacts to property taxes and next steps.
- Task 2: Evaluate strategies to address City public employee retirement system (PERS) obligations.

Objective 2: Prepare biennial budget consistent with adopted work plan.

- Task: Prepare biennial budget incorporating five-year financial forecasts, identify goals and objectives and/ or funded, and those that remain unfunded and/ or require action by Council or others.

Objective 3: Ensure timely financial reporting.

- Task 1: Prepare quarterly reports that include financial, operational or capital performance and status
- Task 2: Adjust budgets timely to reflect changes in budgeted resources and/ or expenditures to achieve work plan objectives.
- Task 3: Secure clean opinion on audited financial statements.

Objective 4: Continue processing and negotiating franchise agreement with current and future telecommunications providers.

Objective 5: Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.

Goal(s) Addressed	
Florence Events Center	<ul style="list-style-type: none">• <i>Goal 2: Livability & Quality of Life</i>• <i>Goal 3: Economic Development</i>• <i>Goal 5: Financial & Organizational Sus.</i>

Objective 1: Create sustainable funding options.

- Task 1: Increase number of conferences & events.
- Task 2: Develop and implement an endowment program.
- Task 3: Consider booking bigger name acts with consideration to risk vs. benefit.

Objective 2: Development of North property.

- Task 1: Establish plan for increased parking & storage.
- Task 2: Implementation.

Objective 3: Improve Marketing Efforts.

- Task 1: Reevaluate marketing plan and increase marketing efforts.
- Task 2: Increase marketing budget.

Objective 4: Improve Florence Events Center Facility and Operations.

- Task 1: Increase east parking lot lighting.
- Task 2: Increase interior storage/ mezzanine expansion.
- Task 3: Review and update FEC policies and procedures.
- Task 4: Research and implement booking software solution.
- Task 5: Upgrade fire panel and sensors.

Objective 5: Friends of the Florence Events Center & Volunteer procurement.

- Task 1: Improve volunteer procurement and management.
- Task 2: Support fundraising events presented by Friends of the FEC.

Goal(s) Addressed

Community Outreach

- *Goal 1: City Service Delivery*
- *Goal 4: Communication & Trust*

News & Media

Objective 1: Monthly distribution of City Newsletter.

Objective 2: Distribution of news items to local and regional media outlets.

- **Task 1:** Continue weekly City Manager interview with Coast Radio.
- **Task 2:** Continue project specific outreach to media outlets.
- **Task 3:** Continue educational public service announcements.

Objective 3: Continue development of informational videos to add to the City's video library.

Objective 4: Continue outreach on the City's social media platforms to provide City news and updates.

Objective 5: Develop Communications Policy

Website

Objective 1: Continue to improve the City's website and the information available.

- **Task 1:** Implement the City Staff directory.
- **Task 2:** Continue to enhance the City project pages.

Citizen Participation

Objective 1: Development and implementation of Citizen's Academy.

Objective 2: Continued participation in activities such as Public Works, City Day and National Night Out.

Community Designations & Awards

Objective 2: Tree City USA Designation.

- **Task 1:** Work with the Environmental Management Advisory Committee (EMAC) on application for Tree City USA.
- **Task 2:** If Tree City USA designation is obtained, work with EMAC on plan to maintain status.

Objective 3: Coast Guard City.

- **Task 1:** Determine next steps to ensure appropriate memorialization of Coast Guard City designation.