

City of Salem Council Goals: FY 2013-2015

GENERAL FUND BUDGET STABILITY

Goal: *Develop a multi-year financial plan for the General Fund that balances expected current revenue with desired services, service levels and asset management needs while maintaining a beginning fund balance consistent with Council's financial policy; analyze future service and capital initiatives against the financial plan.*

Strategies for General Fund Budget Stability

2013-14

1. Establish a desired beginning fund balance for upcoming fiscal year, after the financial forecast report.
2. Develop a long-term plan for parking and revenue streams to support parking garage maintenance needs.
3. Pursue closure of opportune urban renewal areas.

ASSET MANAGEMENT

Goal: *Maintain existing assets and facilities, including addressing seismic stability for the Civic Center and a future Police facility, and complete development of a City-wide asset management strategy.*

Strategies for Asset Management

2013-14

1. Complete the Airport Master Plan to establish the vision and blueprint for the Airport for the next 20 years.
2. Prepare a strategy for using Salem's historic and cultural properties in a coordinated manner that increases the focus on building historic tourism and economic development.

2014-15

3. Support buying property along creeks to develop floodplains and alleviate flooding.

TRANSPORTATION CONNECTIVITY

Goal: *Pursue opportunities to improve overall bike, pedestrian, and vehicular connectivity; reduce congestion; and enhance mobility.*

Strategies for Transportation Connectivity

2013-14

1. Seek State and Federal approvals for the Final EIS for Willamette River Crossing.
2. Implement recommendations from the Downtown Mobility Study which, while addressing the need for vehicle movement through, and on-street parking in downtown, include bicycle and pedestrian avenues, improved bicycle and pedestrian connections to the Union Street Railroad Bridge, and acquired right of way for bike routes.

2014-15

3. Develop bridge-head studies and plans for third bridge landings to ensure areas benefit from redevelopment opportunities.
4. Pursue funding opportunities to expand railroad quiet zones.

5. Support Salem Keizer Transit's efforts to ensure a viable and efficient bus service is available to Salem residents; look for opportunities to strengthen the service.

PARKS AND RECREATION

Goal: *Enhance parks system and identify and pursue stable funding for future parks development and operations, and funding for recreational opportunities.*

Strategy for Parks and Recreation

2013-14

1. Complete the update to the Parks Master Plan
2. Build a pedestrian and bike bridge across the Willamette Slough to connect with the Minto-Brown Island Park.
3. Explore a funding option(s) to provide for capital construction for new parks, needed upgrades to existing parks, and funding to support parks operations.

2014-15

4. Develop a streetscape connection on Court and/or State Streets to Riverfront Park to enhance access and visibility between downtown and Riverfront Park.
5. Establish Salem half and full marathon routes and events.

PUBLIC SAFETY

Goal: *Continue to ensure the availability of efficient public safety services, including through ongoing coordination with other agencies.*

Strategies for Public Safety

2013-14

1. Pursue a bond measure for a new public safety facility and seismic improvements to the Civic Center.
2. Support public education and outreach efforts to redirect charitable giving (from panhandlers) to non-profits that provide food and shelter for needy persons. (City is not the lead)

2014-15

3. Work with other governmental partners to ensure appropriate consequences for misdemeanor offenders and reduce the number of quality of life crimes.
4. Coordinate with other governmental partners to ensure adequate access to jail beds for misdemeanor offenders.

ECONOMIC DEVELOPMENT

Goal: *Initiate and pursue economic development strategies and appropriate funding for strategies that place emphasis on attracting and retaining jobs and strengthen the economic prosperity for Salem residents and businesses.*

Strategies for Economic Development

2013-14

1. Develop a plan for redevelopment of State Street: from 12th Street to the State Penitentiary and/or from 12th to 17th from State to Mission.
2. Attract companies to the Mill Creek Corporate Center and Salem Renewable Energy and Technology Park and aggressively market both sites.

3. Continue code clean up to address overlay zones (sunset) and underutilized zones.
4. Support strategic marketing of Salem as center for Marion and Polk County value-added agricultural products.
5. Prepare options to develop housing on the east side of Church Street between Marion and Court Streets.

2014-15

6. As opportunities arise, support workforce development efforts in our community to ensure we have a workforce prepared to meet the needs of new industries.
7. Look at opportunities to build incentives for development of a beer and wine business cluster in the Fairview area.

AFFORDABLE HOUSING

Goal: *Encourage a range of housing types at different affordability levels and coordinate with other agencies to ensure the housing meets the needs of the community.*

Strategies for Affordable Housing

2013-14

1. Evaluate current and projected housing needs with the aim of providing a range of housing types at all levels of affordability and clarity around allowable types of housing development by neighborhood through zoning.
2. Improve support to the efforts to end homelessness and coordinate with other agencies; increase the availability of Section 8 vouchers and encourage more landlords to accept the vouchers.