

**NEWBERG CITY COUNCIL  
STUDY SESSION  
SEPTEMBER 23, 2013  
5:00 P.M.  
Newberg Providence Hospital – Dundee Room  
1001 Providence Drive, Newberg**

**AGENDA**

- I. CALL MEETING TO ORDER\***
- II. ROLL CALL**
- III. GENERAL DISCUSSION**

**This is a meeting of the Newberg City Council for the purpose of general discussion of City business regarding City Council Goals. No action will be taken. No oral or written testimony will be heard or received from the public.**

- IV. ADJOURNMENT**

\*The Mayor reserves the right to change the nature and order of items that are discussed at the study session.

*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.*

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August 29, 2013

Dear Mayor and City Councilors:

In preparation for the Newberg City Council – Goal Setting Session to be held on Monday, September 23<sup>rd</sup>, attached are the following for your review and information:

- Agenda
- Information on 2011 Newberg City Council Goals (currently being updated for the meeting)

In order to utilize the time during the goal setting session as effectively as possible, please answer the following two questions:

- What do you believe are the three to four most important goals for the City of Newberg? These can either be short-term or long-term goals.
- What do you think is the biggest challenge for the City of Newberg in the future?

Please e-mail me your responses by no later than September 16<sup>th</sup>, as this will allow me to summarize the information prior to the meeting and will allow adequate time during the session to finalize the City's goals. My e-mail address is [nboyer@mwvcog.org](mailto:nboyer@mwvcog.org). If you would prefer to discuss your goals with me on the phone, I can be reached at 503.540.1601. Please don't worry too much about "getting everything just right" as your input will provide the group with a starting point. And, it is also possible to add goals at the meeting.

Thank you and I look forward to meeting with you on September 23<sup>rd</sup>. If you have any questions, please do not hesitate to call me at 503-540-1601.

Sincerely,

Nancy J. Boyer  
Executive Director  
Mid-Willamette Valley Council of Governments

**\*\*Nancy Boyer's Agenda for Discussion\*\***

**NEWBERG CITY COUNCIL**

**Goal Setting**

**September 23, 2013**

6:00 p.m.

**Agenda**

- Introductions
- Review of Agenda
- Newberg Survey Results
- Why do Goal Setting?/Goal Setting Process
- Review of Progress on 2011 Newberg Goals
- Develop Goals and Objectives
  - Review Mission/Vision Statement
  - Establish Goals and Objectives
- Wrap-Up
- Adjourn

### 1. In which language would you like to take the survey?

		Response Percent	Response Count
English		99.8%	599
Spanish		0.2%	1
answered question			600
skipped question			1

### 2. Rate the following aspects of quality of life in Newberg

	Excellent	Good	Fair	Poor	Don't Know	Rating Average	Rating Count
Newberg as a nice place to live	33.9% (194)	<b>53.3%</b> (305)	10.0% (57)	1.2% (7)	1.6% (9)	1.83	572
My neighborhood as a place to live	33.0% (189)	<b>48.9%</b> (280)	12.6% (72)	4.0% (23)	1.6% (9)	1.92	573
Newberg as a place to raise children	28.4% (163)	<b>44.4%</b> (255)	13.8% (79)	2.1% (12)	11.3% (65)	2.24	574
Newberg as a place to work	12.4% (71)	<b>30.6%</b> (175)	21.3% (122)	11.2% (64)	24.5% (140)	3.05	572
Newberg as a place to retire	24.2% (138)	<b>34.2%</b> (195)	17.5% (100)	4.9% (28)	19.3% (110)	2.61	571
The overall quality of life in Newberg	22.6% (129)	<b>59.1%</b> (338)	15.4% (88)	1.6% (9)	1.4% (8)	2.00	572

If you could change one thing about Newberg what would that be?

294

answered question 574

skipped question 27

### 3. Rate your satisfaction with City provided services.

	Excellent	Good	Fair	Poor	Don't Know	Rating Average	Rating Count
Police Services	34.0% (195)	<b>45.1%</b> <b>(259)</b>	8.4% (48)	2.3% (13)	10.3% (59)	2.10	574
911 Dispatch Center	28.7% (165)	30.5% (175)	3.8% (22)	0.2% (1)	<b>36.8%</b> <b>(211)</b>	2.86	574
Emergency Medical Services (ambulance)	<b>39.3%</b> <b>(225)</b>	27.1% (155)	1.7% (10)	0.2% (1)	31.8% (182)	2.58	573
Fire Services	<b>40.9%</b> <b>(235)</b>	30.6% (176)	1.4% (8)	0.3% (2)	26.8% (154)	2.42	575
Library Services	33.9% (194)	<b>40.7%</b> <b>(233)</b>	9.4% (54)	0.9% (5)	15.2% (87)	2.23	573
Code Enforcement (signs, abandoned cars, etc.)	8.2% (47)	<b>35.2%</b> <b>(202)</b>	23.2% (133)	11.1% (64)	22.3% (128)	3.04	574
Street Repair	4.0% (23)	22.6% (130)	<b>38.8%</b> <b>(223)</b>	31.0% (178)	3.7% (21)	3.08	575
Street Cleaning	11.9% (68)	<b>45.8%</b> <b>(262)</b>	28.8% (165)	8.6% (49)	4.9% (28)	2.49	572
Drinking Water	20.7% (119)	<b>46.5%</b> <b>(267)</b>	20.0% (115)	9.8% (56)	3.0% (17)	2.28	574
Animal Control	9.3% (53)	<b>41.3%</b> <b>(236)</b>	21.2% (121)	10.5% (60)	17.8% (102)	2.86	572
Building Inspection	4.7% (27)	22.6% (129)	12.8% (73)	7.5% (43)	<b>52.4%</b> <b>(299)</b>	3.80	571
Land Use Planning and Zoning	2.6% (15)	25.0% (143)	19.9% (114)	14.5% (83)	<b>37.9%</b> <b>(217)</b>	3.60	572

Please share any specific comments regarding your satisfaction

200

**answered question**

**575**

**skipped question**

**26**

#### 4. How important is providing funding for the following City services?

	Low	Medium	High	Rating Average	Rating Count
Police Services	4.9% (28)	18.0% (102)	<b>77.1% (438)</b>	2.72	568
911 Dispatch Center	3.4% (19)	26.8% (151)	<b>69.9% (394)</b>	2.66	564
Emergency Medical Services (ambulance)	2.5% (14)	17.6% (100)	<b>79.9% (453)</b>	2.77	567
Fire Services	2.8% (16)	13.9% (79)	<b>83.2% (472)</b>	2.80	567
Library Services	14.2% (80)	<b>53.3% (300)</b>	32.5% (183)	2.18	563
Code Enforcement (signs, abandoned cars, etc.)	20.8% (117)	<b>61.0% (343)</b>	18.1% (102)	1.97	562
Street Repair	4.2% (24)	43.4% (245)	<b>52.4% (296)</b>	2.48	565
Street Cleaning	22.5% (127)	<b>60.9% (344)</b>	16.6% (94)	1.94	565
Drinking Water	2.9% (16)	21.7% (122)	<b>75.4% (423)</b>	2.73	561
Animal Control	21.6% (122)	<b>59.9% (339)</b>	18.6% (105)	1.97	566
Building Inspection	21.0% (118)	<b>57.6% (323)</b>	21.4% (120)	2.00	561
Land Use Planning and Zoning	25.3% (142)	<b>52.2% (293)</b>	22.5% (126)	1.97	561
<b>answered question</b>					<b>570</b>
<b>skipped question</b>					<b>31</b>

## 5. If the City needs to address funding shortfalls, which actions would you support?

	Reduce Level of Service	Raise User Fees	Raise Taxes	No Change	Don't Know	Rating Average	Rating Count
Police Services	6.5% (37)	12.3% (70)	23.9% (136)	<b>43.3%</b> (247)	14.0% (80)	3.46	570
911 Dispatch Center	4.2% (24)	14.2% (81)	18.1% (103)	<b>47.6%</b> (271)	15.8% (90)	3.57	569
Emergency Medical Services (ambulance)	2.5% (14)	22.2% (126)	18.7% (106)	<b>43.9%</b> (249)	12.7% (72)	3.42	567
Fire Services	3.7% (21)	12.2% (69)	26.3% (149)	<b>44.5%</b> (252)	13.3% (75)	3.51	566
Library Services	18.8% (107)	21.8% (124)	11.3% (64)	<b>33.5%</b> (190)	14.6% (83)	3.03	568
Code Enforcement (signs, abandoned cars, etc.)	26.7% (151)	19.6% (111)	3.4% (19)	<b>29.9%</b> (169)	20.5% (116)	2.98	566
Street Repair	9.0% (51)	12.8% (72)	28.4% (160)	<b>30.3%</b> (171)	19.5% (110)	3.38	564
Street Cleaning	33.2% (187)	8.2% (46)	7.6% (43)	<b>33.9%</b> (191)	17.1% (96)	2.93	563
Animal Control	20.7% (117)	23.1% (131)	5.8% (33)	<b>32.0%</b> (181)	18.4% (104)	3.04	566
Building Inspection	19.7% (112)	<b>26.4%</b> (150)	1.9% (11)	26.1% (148)	25.9% (147)	3.12	568
Land Use Planning and Zoning	23.6% (134)	20.4% (116)	3.3% (19)	26.1% (148)	<b>26.6%</b> (151)	3.12	568
<b>answered question</b>							<b>572</b>
<b>skipped question</b>							<b>29</b>

## 6. Rate Newberg's Government Performance

	Excellent	Good	Fair	Poor	Don't Know	Rating Average	Rating Count
Value of Services for taxes paid.	7.2% (41)	<b>34.1%</b> <b>(194)</b>	30.1% (171)	12.1% (69)	16.5% (94)	2.97	569
Overall direction Newberg is being led.	6.8% (39)	<b>34.7%</b> <b>(198)</b>	27.0% (154)	13.7% (78)	17.7% (101)	3.01	570
Newberg's government welcomes citizens involvement	9.1% (52)	<b>31.1%</b> <b>(177)</b>	21.8% (124)	13.5% (77)	24.6% (140)	3.13	570
Newberg's government listens to citizens	6.2% (35)	21.6% (123)	22.1% (126)	20.2% (115)	<b>29.9%</b> <b>(170)</b>	3.46	569

Please share any thoughts or observations of Newberg performance

136

answered question

571

skipped question

30

## 7. What is your impression of City Employees

	Excellent	Good	Fair	Poor	Don't Know	Rating Average	Rating Count
Knowledge	12.7% (72)	<b>40.9%</b> <b>(232)</b>	16.4% (93)	2.8% (16)	27.2% (154)	2.91	567
Responsiveness	14.1% (80)	<b>37.4%</b> <b>(213)</b>	16.5% (94)	7.0% (40)	25.0% (142)	2.91	569
Courtesy	19.3% (110)	<b>38.8%</b> <b>(221)</b>	13.5% (77)	5.8% (33)	22.6% (129)	2.74	570
Overall Impression	13.0% (74)	<b>41.6%</b> <b>(237)</b>	15.6% (89)	6.1% (35)	23.7% (135)	2.86	570

What has been your most positive or negative experience with city employees?

161

answered question

571

skipped question

30

**8. Which of the following ways would like to receive information from the City? (You may choose more than one)**

		Response Percent	Response Count
Email		54.5%	301
Facebook		17.0%	94
Twitter		1.1%	6
Phone Calls		10.9%	60
Text Messages		8.9%	49
<b>Newsletter</b>		<b>69.0%</b>	<b>381</b>
Meet-and-Greet Events		23.0%	127

Other (please specify) 36

**answered question 552**

**skipped question 49**

**9. How long have you lived in Newberg?**

		Response Percent	Response Count
Less Than One Year		4.6%	26
1 to 5 Years		18.8%	107
6 to 10 Years		19.5%	111
<b>More than Ten Years</b>		<b>57.1%</b>	<b>325</b>

**answered question 569**

**skipped question 32**

## 10. Do you own or rent your residence?

		Response Percent	Response Count
Own		82.7%	470
Rent		17.3%	98
answered question			568
skipped question			33

## 11. Do you work in Newberg?

		Response Percent	Response Count
Yes		32.7%	186
No		36.3%	206
Unemployed		3.3%	19
Retired		27.6%	157
answered question			568
skipped question			33

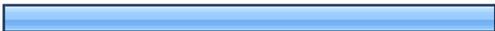
## 12. What is your age group

		Response Percent	Response Count
18-24		1.8%	10
25-34		13.5%	76
35-44		16.7%	94
45-54		19.6%	110
55-64		20.1%	113
<b>Over 65</b>		<b>28.3%</b>	<b>159</b>
<b>answered question</b>			<b>562</b>
<b>skipped question</b>			<b>39</b>

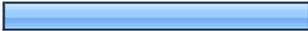
## 13. Family Income

		Response Percent	Response Count
\$25,000 or Less		14.1%	74
\$25,000 to \$50,000		23.0%	121
<b>\$50,000 to \$75,000</b>		<b>24.9%</b>	<b>131</b>
\$75,000 to \$100,000		19.8%	104
Over \$100,000		18.3%	96
<b>answered question</b>			<b>526</b>
<b>skipped question</b>			<b>75</b>

## 14. Marital Status

		Response Percent	Response Count
Single		10.0%	56
<b>Married/Living with Partner</b>		<b>74.1%</b>	<b>415</b>
Widowed/Separated/Divorced		15.9%	89
<b>answered question</b>			<b>560</b>
<b>skipped question</b>			<b>41</b>

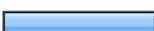
## 15. Gender

		Response Percent	Response Count
Male		45.8%	254
<b>Female</b>		<b>54.2%</b>	<b>300</b>
<b>answered question</b>			<b>554</b>
<b>skipped question</b>			<b>47</b>

## 16. Ethnic Group

		Response Percent	Response Count
White/Caucasian		95.0%	517
Hispanic/Latino		2.4%	13
Asian/Pacific Islander		2.0%	11
Native American Indian		0.6%	3
	Other (please specify)		19
		<b>answered question</b>	<b>544</b>
		<b>skipped question</b>	<b>57</b>

## 17. In which council district do you live? Please use the above map for clarification.

		Response Percent	Response Count
District 1		7.1%	40
District 2		19.2%	108
District 3		14.7%	83
<b>District 4</b>		<b>22.6%</b>	<b>127</b>
District 5		21.0%	118
District 6		15.5%	87
		<b>answered question</b>	<b>563</b>
		<b>skipped question</b>	<b>38</b>

## 18. Favor de catalogar los siguientes aspectos de la de vida en Newberg:

	Excelente	Bueno	Más o Menos	Malo	No se	Rating Average	Rating Count
La vida por lo general en la ciudad de Newberg es:	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
Mi vecindad es un lugar donde vivir que es:	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
Creo que crear una familia en Newberg es:	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
¿Lugar para trabajar?	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
¿Lugar para jubilarse?	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
La calidad en general de la vida en Newberg es:	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
¿Si usted pudiera cambiar algo en la Ciudad de Newberg, ¿Que seria?							0
						<b>answered question</b>	<b>1</b>
						<b>skipped question</b>	<b>600</b>

## 19. Cataloga su nivel de satisfacción con los servicios provistos por la ciudad de Newberg:

	Excelente	Bueno	Más o Menos	Malo	No se	Rating Average	Rating Count
Servicios de Policía	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Servicios de 911	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Servicios por emergencias médicas (ambulancia)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	5.00	1
Los bomberos	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
La biblioteca	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Imposición del código (Carros abandonados...etc)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	5.00	1
Reparación de las calles	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
El barrer de las calles	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Agua potable	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Control de animales	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1
Inspección de edificios	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	5.00	1
La planificación y uso de tierra/propiedades	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	5.00	1
Favor de indicar cualquier otro comentario abajo:							0
<b>answered question</b>							<b>1</b>
<b>skipped question</b>							<b>600</b>

## 20. ¿Que tan importante para usted son los fondos para poder tener los siguientes servicios?

	No muy importante	Un poco importante	Muy importante	Rating Average	Rating Count
Policia	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
El servicio de 911	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Servicios por emergencias médicas (ambulancia)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Los bomberos	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
La biblioteca	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Imposición del código-carros abandonados, etc...	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	1.00	1
Reparación de las calles	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
El barrende	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Agua potable	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	3.00	1
Control de animales	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	2.00	1
Inspección de edificios	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	3.00	1
La planificación y uso de tierras/propiedades	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	3.00	1
<b>answered question</b>					<b>1</b>
<b>skipped question</b>					<b>600</b>

## 21. Si la ciudad enfrentara un escaso de fondos, ¿Cual de los siguientes acciones apoyaria?

	Reducción en el servicio	Aumentar la cuota del usuario	Aumentar los impuestos	Ningun cambio	No se	Rating Average	Rating Count
Servicios Policiácas	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
El servicio de 911	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
Servicios por emergencias médicas (ambulancia)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
Los boberos	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.00	1
La biblioteca	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
Imposición de las calles	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
El barrendero	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
El control de animales	0.0% (0)	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	4.00	1
Inspección de Edificios	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
La planificación y uso de tierras / propiedades	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1
<b>answered question</b>							<b>1</b>
<b>skipped question</b>							<b>600</b>

## 22. Cataloga la obra del gobierno de Newberg:

	Excelente	Bueno	Más o Menos	Malo	No se	Rating Average	Rating Count	
Valor de los servicios por los impuestos pagados	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1	
La dirección por donde va hacia el futuro la ciudad	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1	
¿Se siente potente y bien venido como ciudadano?	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.00	1	
¿Escucha el gobierno de Newberg a los ciudadanos?	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1	
Favor de añadir abajo sus comentarios adicionales al respecto:							0	
							<b>answered question</b>	<b>1</b>
							<b>skipped question</b>	<b>600</b>

## 23. ¿Cual es su impresion del trabajo que hacen los empleados?

	Excelente	Bueno	Más o Menos	Malo	No se	Rating Average	Rating Count	
Conocimiento	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1	
Manera de responder	0.0% (0)	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	3.00	1	
Cortesía	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.00	1	
Impresón general	0.0% (0)	<b>100.0% (1)</b>	0.0% (0)	0.0% (0)	0.0% (0)	2.00	1	
Relate su mejor eperiencia or su peor experiencia con la Ciudad de Newberg							0	
							<b>answered question</b>	<b>1</b>
							<b>skipped question</b>	<b>600</b>

**24. Escoja cual de las siguientes maneras que le gustaria usted recibir información por parte de la ciudad. (Puede elegir mas que una.)**

		Response Percent	Response Count
Correo electrónico		0.0%	0
Facebook		0.0%	0
Twitter		0.0%	0
Llamadas por teléfono		0.0%	0
Mensaje de texto		0.0%	0
<b>Boletin informativo</b>		<b>100.0%</b>	<b>1</b>
Eventos sociales para conocerse		0.0%	0
	Otra (ser específico):		0
	<b>answered question</b>		<b>1</b>
	<b>skipped question</b>		<b>600</b>

**25. ¿Por cuanto tiempo ha vivido en Newberg?**

		Response Percent	Response Count
Menos de un año		0.0%	0
1 - 5 años		0.0%	0
6 - 10 años		0.0%	0
<b>Más de 10 años</b>		<b>100.0%</b>	<b>1</b>
	<b>answered question</b>		<b>1</b>
	<b>skipped question</b>		<b>600</b>

## 26. ¿Usted es dueña (o) de casa o renta?

		Response Percent	Response Count
Dueña (o)		100.0%	1
Renta		0.0%	0
		<b>answered question</b>	<b>1</b>
		<b>skipped question</b>	<b>600</b>

## 27. ¿Usted trabaja en Newberg?

		Response Percent	Response Count
Si		0.0%	0
No		0.0%	0
Desempleado		0.0%	0
Jubilado		100.0%	1
		<b>answered question</b>	<b>1</b>
		<b>skipped question</b>	<b>600</b>

## 28. ¿Cuántos años tiene?

		Response Percent	Response Count
18 - 24		0.0%	0
25 - 34		0.0%	0
35 - 44		0.0%	0
45 - 54		0.0%	0
55 - 64		0.0%	0
65 o más		100.0%	1
answered question			1
skipped question			600

## 29. Ingresos Familiares (por año):

		Response Percent	Response Count
\$25,000 or menos		0.0%	0
\$25,000 a \$50,000		0.0%	0
\$50,000 a \$75,000		100.0%	1
\$75,000 a \$100,000		0.0%	0
Más de \$100,000		0.0%	0
answered question			1
skipped question			600

### 30. Estado civil:

		Response Percent	Response Count
Soletero		0.0%	0
<b>Casado/Viviendo juntos</b>		100.0%	1
Viudo/Separado/Divorciado		0.0%	0
<b>answered question</b>			<b>1</b>
<b>skipped question</b>			<b>600</b>

### 31. Sexo:

		Response Percent	Response Count
<b>Hombre</b>		100.0%	1
Mujer		0.0%	0
<b>answered question</b>			<b>1</b>
<b>skipped question</b>			<b>600</b>

### 32. Grupo Étnico

		Response Percent	Response Count
<b>Blanco (Caucásico)</b>		100.0%	1
Hispano/Latino		0.0%	0
Asiano/Islas Pacífico		0.0%	0
Indio Nativo Americano		0.0%	0
Otro (ser específico):			0
<b>answered question</b>			<b>1</b>
<b>skipped question</b>			<b>600</b>

**33. ¿En cual numero de distrito vive usted? (Utilize el mapa porfavor):**

		Response Percent	Response Count
Distrito # 1		0.0%	0
Distrito # 2		0.0%	0
Distrito # 3		0.0%	0
<b>Distrito # 4</b>		<b>100.0%</b>	<b>1</b>
Distrito # 5		0.0%	0
Distrito # 6		0.0%	0
<b>answered question</b>			<b>1</b>
<b>skipped question</b>			<b>600</b>

### City of Newberg Mission Statement

“The City of Newberg serves its citizens, promotes safety, and maintains a healthy community.”

1. serves its citizens
2. promotes safety
3. maintains a healthy community

### City of Newberg Vision Statement

“Newberg will cultivate a healthy, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity.”

1. cultivate a healthy, safe environment
2. citizens can work, play and grow
3. friendly, dynamic and diverse community
4. partnerships and opportunity

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
<b>1</b>	<b>Create a clear vision, in concert with the Chehalem Valley Strategic Plan, for the future of Newberg.</b>				
1.1	<p><b>Develop a specific vision of what we want Newberg to become</b></p> <p>Newberg should develop a clear and concise vision of what our community will look like in the future as guidance for projects and policies.</p> <p><b>NOTES:</b> The Chehalem Valley Visioning document provided this guidance. Originally developed in 2001, an update of it could serve to satisfy this goal.</p>	4		All	All
1.2	<p><b>A visual plan for Newberg</b></p> <p>Establish a visual and aesthetic character for Newberg that will guide future new and redevelopment in the City.</p> <p><b>NOTES:</b> This was identified as a specific goal that feels very similar to 1.1. We should consider combining the two</p>				All
1.3	<p><b>Craft a mission statement for city government</b></p> <p>The current mission and vision statements for Newberg are more than ten years old. The City Council should revisit these statements to ensure they are relevant.</p> <p><b>NOTES:</b> Completed</p>	1	3	All	All
1.4	<p><b>Initiate and foster a stakeholders group for Newberg branding/marketing</b></p> <p>Develop a branding and marketing plan as an economic tool to establish consistent artwork and wording styles on everything from tourism signs to websites to letterhead to make our organization instantly recognizable to investors, business contacts and travelers from other areas.</p> <p><b>NOTES:</b></p>				2 4

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
1.5	<p><b>Explore avenues of new economic development</b></p> <p>Newberg should pursue economic development that will provide jobs for area residents, strengthen local businesses, and support a self-sufficient, complete community. Newberg should seek new ways to strengthen and improve existing businesses in the community. Also, Newberg should seek to attract new businesses to the community that will strengthen and diversify the local economy. Newberg should explore new methods of achieving this goal, including partnering with other organizations.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• The City supported the creation of the Newberg Downtown Coalition in an effort to develop an effective Main Street</li> <li>• Worked with NDC and NDRC to define proposed concept of redevelopment of the First and Howard Street property.</li> <li>• Supported the development of economic gardening programs at both the regional and state level.</li> <li>• The City created an Infrastructure Financing Plan for the South Industrial Area.</li> <li>• The Council adopted a revised Economic Opportunities Analysis in July 2011.</li> </ul>	3	7	1 3	2 3 4
1.6	<p><b>Review urban growth boundary</b></p> <p>Newberg’s urban growth boundary currently contains only a 13 year supply of land. Newberg should amend its urban growth boundary to include a 20-year supply of buildable land. Of particular concern should be including an adequate supply of industrial land and of land for affordable housing.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• The Council just adopted a revised urban growth boundary expansion on July 18, 2011. The 260 acre expansion southeast of Newberg has 132 acres of buildable land (125 acres Industrial, 7 acres Public/Quasi-Public).</li> <li>• Housing: The Council adopted a revised Housing Element (part of our Comprehensive Plan) in April 2010 that analyzed the land needs for all housing types within Newberg. This was appealed to LUBA and remanded to the City, so it has not been finalized yet. When it is complete it will serve as the basis for future UGB expansions for housing land.</li> </ul>	1		1 3	2 3 4

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
1.7	<p><b>Review city limits</b></p> <p>Newberg should review its current city limits and decide whether additional property should be annexed to the city. Of particular concern should be adding industrial land to the city to provide land for jobs and economic development. The City also might consider annexing additional land for affordable housing. The City should decide whether to pursue annexation of islands of unincorporated land or similar site specific properties to the city.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• Industrial land: When the UGB expansion for industrial land has been approved by the County and the State then Newberg will be in position to approve annexation requests by landowners in the southeast area.</li> <li>• Affordable housing: The City revised the Development Code to add a batch annexation process. This process should help add land for affordable housing by making the annexation process simpler and less expensive for small properties.</li> <li>• Island annexations: The City revised the Development Code regarding island annexations to comply with recent changes in State law.</li> </ul>			<p>1</p> <p>3</p>	<p>2</p> <p>3</p> <p>4</p>

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
<b>2</b>	<b>Improve communication between our citizens, elected officials, and city staff.</b>				
<b>2.1</b>	<p><b>Develop a better communication system with the community</b></p> <p>Implement a program that will improve communications with the public in an effort to better inform citizens of City activities and encourage civic engagement.</p> <p><b>ACTIVITY:</b></p> <ul style="list-style-type: none"> <li>• Website Update</li> <li>• Technical elements of PEG Channel addressed. Nest step is to determine programming and who will manage it.</li> </ul> <p><b>NOTES:</b></p>	4	5	All	All
<b>2.2</b>	<p><b>Update the City's website</b></p> <p>The City website is the electronic communication link between citizens, elected officials, and staff. Events, records, and forms are just a few examples of the information found on the website.</p> <p><b>NOTES:</b> Completed</p>			All	All
<b>2.3</b>	<p><b>Full electronic access for council business</b></p> <p>Elected officials will be issued portable computers, enabling electronic access to meeting minutes, presentations, and records</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• All Agendas and materials are available on the website so Councilors with computers may access information.</li> <li>• Program to issue computers to Councilors on hold pending availability of effective hardware/software and budget.</li> </ul>				

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
<b>3</b>	<b>The City of Newberg will endeavor to improve the quality of life for all its citizens.</b>				
3.1	<p><b>Build and have an operations plan for new animal shelter</b></p> <p>Construction of New Shelter: The City should maintain the momentum that has been established by the subcommittee of the Council and the Newberg Animal Shelter Friends moving forward with design and construction activities, public outreach, a groundbreaking event and annexation.</p> <p>Operations Plan: The animal shelter will be owned and operated by the City under the operational authority of the Police Department. However, it is important to the City that a good relationship be established and maintained with the Friends whose efforts have obtained the core funds to build the new shelter. This should be accomplished by honoring their contributions, and seeking their input and participation in shelter activities.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• Staff reductions and departures have delayed progress on this goal.</li> <li>• City Manager has stepped in to lead the effort.</li> </ul>	5	2	1 3	1 3 4
3.2	<p><b>Increase systems for meeting the needs of the communities under privileged or disadvantaged citizens.</b></p> <p>The City will provide support within the community by:</p> <ol style="list-style-type: none"> <li>1. Facilitate the coordination between the various organizations;</li> <li>2. Provide and distribute information concerning the programs available;</li> <li>3. Be a resource for governmental assistance for various programs; and</li> <li>4. Partnership with other organizations to provide assistance, facilities, and other resources.</li> </ol> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• Utility billing assistance is provided to citizens through programs managed by YCAP and Love, Inc.</li> <li>• Council members sit on various local and county boards/committees such as the Affordable Housing Action Committee, Yamhill County Homelessness Steering Committee, Yamhill County Homeless Task Force, and Yamhill County Commission on Children and Family.</li> </ul>	1		All	All

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
3.3	<p><b>Intermediate alternative to the Newberg-Dundee Bypass</b></p> <p>A by-pass is still many years from fruition. The city should support a phased approach with the "first phase" being the segment between Highway 219/Wynooski Rd intersection and Fulquartz Landing Road. This project pares down the original four lane design to an initial 2-lane phase with two additional lanes to be added later.</p> <p><b>NOTES:</b> Mayor and Councilor Witherspoon sit on the Parkway Committee and are actively promoting this concept.</p>		1	All	1 4
3.4	<p><b>Contiguous sidewalks along all streets</b></p> <p>Correct deficiencies identified in the 2007 Newberg ADA/Pedestrian/Bile Route Improvement Plan findings of 24 miles of missing sidewalks and 445 missing curb ramps.</p> <p><b>NOTES:</b></p>		1	All	1 2 3
3.5	<p><b>Crestview Drive extension</b></p> <p>The City needs an additional north side major collector to facilitate the movement of traffic. To accomplish this, complete Crestview Drive from the Providence Drive intersection at Highway 99W to the Springbrook Road roundabout.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• The portion of this project through Oxberg Estates is now under construction.</li> <li>• The City continues to work with stakeholders to realize the construction of the segment between Oxberg Estates and Hwy. 99W</li> </ul>			All	1 2
3.6	<p><b>Have draft concept for rerouting traffic downtown</b></p> <p>Identify a route in the downtown area that would allow pass-through traffic an option other than First Street.</p> <p><b>NOTES:</b></p>	2		All	1 2

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
3.7	<p><b>Road maintenance funding</b></p> <p>Implement alternative funding mechanisms such as a gas tax, traffic impact fee, construction impact fee, or improvement bonds that would assist in supporting the City street maintenance program.</p> <p><b>NOTES:</b></p>	1		All	1 2
3.8	<p><b>South side improvements</b></p> <p>Newberg should pursue improvements in two particular areas along the south side of Newberg.</p> <p>First, the City should pursue improvements along the riverfront area. Short term improvements could include a walking trail along the river. Longer term improvements would include utility and transportation infrastructure improvements that would promote development according to the riverfront master plan.</p> <p>Second, the City should pursue improvements to create a new industrial area along 219 near Wyooski Road. Transportation and utility improvements in this area are needed to create “shovel ready” industrial land, which would promote economic development in the area.</p> <p><b>NOTES:</b></p> <ul style="list-style-type: none"> <li>• Riverfront Plant adopted in 2002.</li> <li>• City working with CPRD’s Heritage Trails Project.</li> <li>• SE Industrial Area UGB Project underway.</li> </ul>			All	All
3.9	<p><b>P.C.C. campus</b></p> <p>The City will be an active partner with local stakeholders to assist with the establishment of a local PCC campus.</p> <p><b>NOTES:</b> Construction is underway and nearly complete. First classes scheduled to begin in new building September, 2011.</p>			1 3	All

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
3.10	<p><b>Loose cat population fixed (controlled)</b></p> <p>Implement a public awareness campaign on the importance to spay and neuter cats. Consider adoption of ordinances to address the cat population when the new animal shelter is completed.</p> <p><b>NOTES:</b></p>			3	1
3.11	<p><b>Increase library hours</b></p> <p>Funding and methods to increase library hours will be developed and implemented.</p> <p><b>NOTES:</b></p>			1 3	1 2
4	<p><b>The City of Newberg will assure that its decision making process always develops the highest practicable environmental standards.</b></p>				
4.1	<p><b>Cleaning contracts with green companies</b></p> <p>The City of Newberg will only award contracts for cleaning services with preference given to those companies that have Green Seal Certification. GS-42 establishes environmental requirements for cleaning service providers of commercial, public, and institutional buildings, including in-house and external cleaning services, to create a green cleaning program that protects human health and the environment.</p> <p><b>NOTES:</b></p>	1		2 3	1 4
4.2	<p><b>City builds to LEED standards</b></p> <p>All city facility improvements will meet LEED standards and existing buildings will be operated under sustainable and environmentally friendly practices.</p> <p><b>NOTES:</b></p>			1 3	1

I.D.	Goals & Objectives	Council Votes	Staff Votes	Mission Statement	Vision Statement
<b>5</b>	<b>Public and basic services shall be kept as a high priority for the citizens of Newberg.</b>				
5.1	<p><b>Sustainable budget</b></p> <p>Develop a sustainable budget identifying appropriate funding sources, has appropriate contingencies and foresees issues that may arise in the future to withstand the ups and downs of the economy.</p> <p><b>NOTES:</b></p>		4	All	All
5.2	<p><b>Civic Engagement Program</b></p> <p>Develop a civic engagement program to encourage citizens to participate in City committees and on Council.</p> <p><b>NOTES:</b></p>			1 3	4

September 12, 2013

City of Newberg  
City Council  
414 E. First Street  
Newberg, OR 97132

Re: City Council Goal Setting Meeting on September 23<sup>rd</sup>, 2013 – URA Efforts

Dear Councilors,

As you prepare to discuss goals and priorities at your upcoming meeting on September 23<sup>rd</sup> I would like to call your attention to the Urban Reserve Area (URA) planning effort. As you know this request was approved by both City and County elected officials and was reviewed by the Department of Land Conservation and Development (LCD) in 2009. LCD formally remanded the request in 2010.

Since 2010 the remand has sat dormant as staff's time was dedicated to other processes, namely the Industrial UGB expansion. Now that the Industrial UGB effort has been submitted to the state it makes sense for staff to re-approach the remanded URA request and pursue approval.

The City has invested years of work and many dollars into the URA process. These investments took the form of public meetings (NUAMC, Planning Commission, City Council, County Commission), consultant fees and staff hours.

Because of the delay in readdressing the remand we believe that the integrity of those efforts and the proposal itself is deteriorating. And as more time passes the proposed plan is fast becoming outdated. **We do not want the work and money that was put in to this effort to be wasted.**

When staff is able to resubmit a revised URA proposal it will have to be approved by LCD which will take time. If approved, appeals are likely. These efforts will take many years to navigate and the subsequent concept/community planning efforts will take years as well. The URA process must be resolved now to ensure that the city has sufficient lands to meet future need and to continue to be a "great place to grow".

City staff worked diligently to develop the original proposal and we know that they will be able to address LCD's concerns ultimately resulting in an approval.

We, and others in the private development community, are committed to investing in the future of Newberg. We provided support to staff during the initial process, and intend to continue offering support as we progress toward an approval.

We urge you to direct staff to work on the revised URA response immediately in order to support the future of the city of Newberg.

Sincerely,

Jamie Stasny

Project Planner  
Metropolitan Land Group