



Staff Report

For City Council Meeting - 11/1/2023

Subject - New Business - Discussion - City of Gearhart's Strategic Blueprint

Synopsis: In the past, City Council Goals were tracked and presented as a spreadsheet sorted by department and priority. As Council members have changed, and goals have evolved and increased over the years, the list grew to an unattainable length. Also, keeping track of the goals that were reached added more length. After multiple meetings with Council, a consensus could not be reached on format, or prioritization.

Staff decided to take a new approach.

The City Councilors were individually tasked with prioritizing outstanding long and short term goals, with staff narrowing a Top 5 consensus. From that poll, the attached Gearhart Strategic Blueprint was born. We were able to identify departmental focus areas, incorporate the goals, and prioritize a direction the City could follow that also aligns with the vision of Gearhart's Comprehensive Plan.

The purpose of tonight's discussion is to present the blueprint, and find out if there's support for this new format and the items listed.

Recommended Motion: N/A

Legal Analysis: N/A

Financial Analysis: N/A

Respectfully Submitted,



Chad



VISION	PRINCIPLES
<p>Preserving Gearhart's low-density coastal beauty, we foster a tranquil haven for all. Embracing our unique charm, we connect through community, outdoor activities, and local businesses, creating an unforgettable Oregon coast experience.</p>	<ul style="list-style-type: none"> -Protect the low-density, semi-rural character of Gearhart. -Ensure that development occurs in a manner that is in harmony with the sensitive coastal environment that defines Gearhart. -Involve citizens in the decision-making process through transparent communication. -Consider the safety and best interests of Gearhart residents, businesses, and visitors.

FOCUS AREAS	PRIORITIES	KEY PERFORMANCE INDICATORS
<p>INFRASTRUCTURE</p>	<ol style="list-style-type: none"> 1. Rebuild or relocate the Fire / Police Station 2. Extend Gearhart's Urban Growth Boundary (UGB) to complete The Cottages at Gearhart's parcel acquisition for future development 3. Acquire more water rights through the Oregon Association of Water Utilities (OAWU) 	<ol style="list-style-type: none"> 1. Council and voter approved site plan and cost analysis 2. Council decision and public process 3. Successful application addressing need and proof of production capabilities
<p>OPERATIONAL EXCELLENCE</p>	<ol style="list-style-type: none"> 1. Support the development of modernized job descriptions and the hiring of additional staff where necessary utilizing the budget process 2. Honor Gearhart's Comprehensive Plan 3. Update Gearhart's City Charter 4. Promote water conservation measures and implement restrictions 	<ol style="list-style-type: none"> 1. Council involvement on employee handbook updates, job description adoption and evaluation implementation 2. Review purpose and remind the community of Gearhart's message 3. Proposed City Charter amendments on the Fall 2024 election ballot 4. Review Water Management Plan benchmarks, push public education, and adopt new water ordinance with conservation restrictions
<p>COMMUNITY SAFETY</p>	<ol style="list-style-type: none"> 1. Continue to educate the public when mitigating hazards 2. Complete geotechnical study for City facilities in the downtown area 3. Provide available resource information to houseless individuals to avoid illegal encampments 	<ol style="list-style-type: none"> 1. Increase Cache Program enrollment and gain fire / police station support 2. Council approved costs and study reports obtained 3. Enforce camping ordinance and solicit the assistance of qualified organizations with the clearing and relocation of individuals in need
<p>RESIDENT QUALITY OF LIFE</p>	<ol style="list-style-type: none"> 1. Complete the inventory, restoration, and inclusion of more park benches 2. Use the Parks Master Plan to develop maintenance plans for the playground at Trail's End Park & Centennial Garden, the recreational facilities, and Lesley Miller Dunes Meadow Park 	<ol style="list-style-type: none"> 1. Placement of plaques from the Bench List on new and restored benches 2. Implement best practices to include daily, weekly, monthly, and annual basis