



CITY OF TROUTDALE

“Gateway to the Columbia River Gorge”

AGENDA

CITY COUNCIL – WORK SESSION

Troutdale Police Community Center – Kellogg Room
234 SW Kendall Court
Troutdale, OR 97060-2078

Tuesday, June 30, 2020 – 6:30PM

Mayor
Casey Ryan

City Council

David Ripma
Randy Lauer
Jamie Kranz
Glenn White
Nick Moon
Zach Hudson

City Manager
Ray Young

City Recorder
Sarah Skroch

Meeting Participation During COVID-19 Social Distancing Order

Watch on Zoom: Submit an email to info@troutdaleoregon.gov by 5:00pm on Monday, June 29th to request to be sent an invitation to watch via Zoom.
Submit Written Public Comment: Written public comment can be submitted via email to info@troutdaleoregon.gov and must be received by 5:00pm on Monday, June 29th.
In-Person Public Attendance: Members of the public may attend the meeting in person however the number of people in the room shall not exceed 25 and people will be spaced a minimum of 6 feet apart.

- 1. ROLL CALL**
- 2. DISCUSSION:** Discussion of Potential Tactical Approaches to Council Goals.
- 3. ADJOURN**

Further information and copies of agenda packets are available at: Troutdale City Hall, 219 E. Historic Columbia River Hwy. Monday through Friday, 8:00 a.m. - 5:00 p.m.; on our Web Page www.troutdaleoregon.gov or call Sarah Skroch, City Recorder at 503-674-7258.

The meeting location is wheelchair accessible. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to: Sarah Skroch, City Recorder 503-674-7258.



CITY OF TROUTDALE



STAFF REPORT

SUBJECT / ISSUE: Discussion of Potential Tactical Approaches to Council Goals.

MEETING TYPE:
City Council Work Session

STAFF MEMBER:
[Click here to enter text.](#)

MEETING DATE:
June 30, 2020

DEPARTMENT:
Executive

ACTION REQUIRED:
Information / Discussion

ADVISORY COMMITTEE/COMMISSION RECOMMENDATION:
N/A

PUBLIC HEARING:
No

Comments:

STAFF RECOMMENDATION: Staff Requests Council provide direction on tactical steps to take to accomplish Council Goals.

EXHIBITS:

- A. Excel Spreadsheet of Ranked Council Goals
- B. Suggested Tactical Options to accomplish Goals.

SUBJECT / ISSUE RELATES TO:

- Council Goals
 Legislative
 Other (describe)

ISSUE / COUNCIL DECISION & DISCUSSION POINTS:

- ◆ Should ranked goals 6 and 8 be combined into one goal? (“Negotiate High-Quality Development Agreements for URA” and “Develop a plan for City-Owned Riverfront properties along Sandy and Columbia Rivers”)
- ◆ What tactical steps should staff take to accomplish each goal.

Reviewed and Approved by City Manager:

BACKGROUND:

On February 4th, the City Council had a Work Session which was moderated by Mike Abbate. The purpose of the session was to discuss potential City goals, select the most important and then prioritize them. Attached as Exhibit A is the result of that process.

After Staff reviewed the goals it appears that two of the goals were similar and should be considered for consolidation into one goal. Priority 8 was “Develop a plan for City-Owned Riverfront properties along Sandy and Columbia Rivers” and Priority 6 was “Negotiate High-Quality Development Agreements for URA”. Since the only city owned property is on the Sandy River, and is the URA, they should be combined as just one goal.

The second issue, and more importantly, is what steps should Staff take to accomplish the goals. Goals without a tactical plan are just “good ideas” and don’t give Staff adequate direction on how to prioritize City resources to accomplish the goals that are most important to the residents. A productive, actionable, and measurable goal requires definitive action steps to accomplish.

Attached as Exhibit B is a list of possible action steps for each goal. This list is not exclusive or definitive, just some ideas put forth by Staff. There is space after each list for Council to make notes and suggest other tactical steps that could be taken to accomplish any particular goal. Some goals, by their nature, may only need one action step; other goals are amenable to multiple action steps.

At the end of the Work Session we hope to have the majority agree on the most appropriate steps to take to accomplish each goal. Then at the August 25th Council Meeting the Council will have an opportunity to approve a resolution adopting the goals and approving the tactical steps needed to accomplish those goals.

PROS & CONS:

Pros:

- Staff is given clear direction on City goals and how to accomplish them

Cons:

- Staff is not given clear priorities and action steps for City Goals

Current Year Budget Impacts:	<input type="checkbox"/> Yes (<i>describe</i>)	<input type="checkbox"/> N/A
Future Fiscal Impacts:	<input type="checkbox"/> Yes (<i>describe</i>)	<input type="checkbox"/> N/A
City Attorney Approved:	<input type="checkbox"/> Yes	<input type="checkbox"/> N/A
Community Involvement Process:	<input type="checkbox"/> Yes (<i>describe</i>)	<input type="checkbox"/> N/A

Exhibit A

6/30/20 Council Work Session Item #2

2020 Troutdale City Council Priorities

Date Created: Feb. 4, 2020 Council Work Session

Date Updated:



Mike Abbaté, Facilitator

THEME or FOCUS AREA	NO.	DESIRED OUTCOME	COUNCIL PRIORITY RANKING 2/4/20	NO. OF COUNCIL VOTES 2/4/20	STRATEGIC MEASURES	METRICS OF SUCCESS	RELATIVE PRIORITY (H, M, L)	TARGET COMPLETION DATE	RESPONSIBLE PARTY	NOTES
DEVELOPMENT	1	Negotiate High-Quality Development Agreements for URA	6	4						
	2	Promote Economic Development with businesses in the citya plan to attract new businesses to Troutdale	2	5						
	3	Develop a plan for City-Owned Riverfront properties along Sandy and Columbia Rivers	8	2						
ASSET MANAGEMENT	4	Explore options for existing City Hall property	2	5						
	5	Determine how to best consolidate the location of the functions of city government.	1	6						
COMMUNICATION & MARKETING	6	Marketing & Tourism Promotion of Troutdale	2	5						
PUBLIC SAFETY	7	Propose ways to improve Public Safety and Monitor Effectiveness of new Community Resource Officer	2	5						
GOVERNANCE	8	Improve communication and collaboration with stakeholders such as Reynolds School District, Metro, County and State, Fairview, Wood Village, Gresham	7	3						

THESE ITEMS WERE DISCUSSED, BUT REMOVED FROM THE COUNCIL PRIORITIES LIST

- Explore re-acquiring control of roads from Multnomah County
- Consider re-establishing local Police and Fire Depts; perhaps in partnership with Wood Village and/or Fairview (delay effort for 2 -3 years)
- Increase livability by addressing homelessness
- Increase communication between Mayor, City Manager and Councilors
- Finalize Committee Selection process
- Increase collaboration with neighboring communities
- Consider compensation for Mayor and Councilors
- Create a Staff Economic Development Director
- Explore methods to incentivize downtown businesses

Exhibit B
City Council Goals with Suggested Tactical Options
June 2020

1. Determine how to best consolidate the location of the functions of city government.

- a. Bond^[MA1] levy to build new City Hall.
- b. Pursue new leased space to consolidate most City "City Hall" functions in a single location
- c. Continue current decentralized "temporary" solution.
- d. R^[MA2]efer to new Mayor and City Council in January 2021.

2. a. Explore options for existing City Hall property

- a. Continue to mothball building indefinitely. Develop a cost estimate per annum.
- b. List the property for sale to any interested developer without conditions.
- c. List for sale the property to any interest developer who would restore and keep the building.
- d. Raze the building^[MA3] and pursue either a sale of the property, or a bond levy^[MA4] to construct a new city hall as per 1a, above.

2. b. Promote Economic Development with businesses in the city to attract new businesses

a. Develop a plan to attract new businesses to Troutdale within focused geographical areas with clear parameters

b. Discount some or all commercial SDC's for specific businesses and areas^[MA5]

c. Create a dedicated website for promotion of business and location of available space and property.^[MA6]

d. Create a storefront improvement grant program to help businesses improve their exterior façade, subject to City approvals.

e. Conduct an assessment of existing land-use Development codes, building codes and City policies to see if infill development in areas where infrastructure already exists is being adequately encouraged and incentivized.

f. Conduct a survey of regional developers to determine what barriers to development in Troutdale exist in their minds. Create an action plan of remedies for select items.

g. Consider creating an Economic Development strategic task force with MHCC, Reynolds School District, employers, business owners and developers to identify current gaps in workforce skills, expected skills in demand, opportunities for internships, apprenticeships, and job-training programs, etc.

2. c. Marketing & Tourism Promotion of Troutdale

a. Hire a company to create a tailored plan and market the city to prospective businesses.

b. Hire an outside agency to handle tourism promotion, relationships and a Visitors Center.

c. Create an Eco Dev and Tourism Department within the City

2. d. Propose ways to improve Public Safety^[MA7]

a. Monitor Effectiveness of new Community Resource Officer by CAC or reconstituted Public Safety Committee.

b. Hire consultant to survey city and suggest improvements.

c. Assign CAC to regularly monitor, review and suggest improvements in LE activity and crime stats^[MA8].

d. Establish a new Citizen's Public Safety Committee to recommend a course of action and priorities for the 2021-2022 fiscal year.

e. Create public forums to discuss public safety in Troutdale with residents and businesses.

6. Negotiate High-Quality Development Agreements for URA (8. Develop a plan for City-Owned Riverfront properties along Sandy and Columbia Rivers)

a. Create Staff position/department to focus on Eco Development

b. Push to design, fund, and finish Sandy River trail.

c. Create Framework Plan for the URA Property^[MA9].

d. Hire Consultant to create marketing plan and assist in execution.

7. Improve communication and collaboration with stakeholders such as Reynolds School District, Metro, County and State, Fairview, Wood Village, Gresham

- a. Regular schedule of Administrative "check in" meetings.
- b. Regular Schedule of Mayor informal meetings with Partners.
- c. Regular schedule of Joint Board/Council meetings.
- d. Pursue consolidation of Fire Service into one district. Gresham, Troutdale, Fairview, Wood Village and Corbett.
- e. Pursue consolidation of Troutdale, Fairview, and Wood Village^[MA10].