



City of Medford

Working for You

Continuous Improvement ~ Customer Service

City of Medford Strategic Plan

Each January, the Mayor and City Council meet with the City's Department Heads to discuss their goals for the upcoming year and incorporate those goals into Medford's Strategic Plan. The Plan is revised to reflect the current policy decisions and direction set by the Mayor and City Council. It has four overarching themes: Safe Community, Healthy Economy, Quality Public Services and Responsive Leadership.

Medford's Strategic Plan sets forth the vision, goals, objectives and the strategic decisions needed to guide the City's operations and resource needs. The Budget Committee and City staff use the Plan to develop the biennial budget. The items contained within the Plan are also reflected and referenced in future budget proposals.

Within the document, there are specific action items for identified projects and processes with timelines for completion by City employees. Medford's Department Heads use this information to define the work, projects and processes for their staff.

Medford's Strategic Plan is an overarching document reflecting the City Council's policy and direction. It should not be interpreted as project work list or considered an all-inclusive list of City activities.

Strategic Plan Themes & Goals

Safe Community

- Ensure a safe community by protecting people, property and the environment.
- Provide public education regarding law enforcement, gang and drug activities and promote emergency preparedness.
- Provide prevention and proactive education regarding public safety.
- Provide a safe working environment for City employees.

Healthy Economy

- Continue implementation of the Economic Development Strategy.
- Maintain and enhance community livability.
- Encourage a diverse economy.

Quality Public Services

- Provide recreational activities and opportunities to improve the lives of Medford residents.
- Provide a safe, multi-modal, efficient and well planned transportation system.
- Provide efficient and effective sewer and storm water services.
- Provide efficient and state-of-the-art development application review.

Responsive Leadership

- Ensure financial stewardship and long-term municipal financial stability for City services, assets and facilities.
- Preserve natural resources within the City of Medford and its Urban Growth Boundary.
- In an open and transparent manner effectively deliver municipal services that Medford citizens need, want and are willing to support.
- Ensure qualified City workforce through ongoing training and education.
- Ensure a diverse City workforce through effective outreach and recruitment practices.

Each of the goals above is further defined into objectives and action items. These goals and actions have been assigned to responsible departments and are assigned timelines for completion.

Medford's Strategic Plan is available on the City's website at www.ci.medford.or.us, under the *Elected Officials* tab. If you have any questions about this process, please contact the City Manager's Office via email at citymanager@cityofmedford.org or call (541) 774-2000.

Economic Improvement District: On February 5th a public hearing was held regarding the formation of an Economic Improvement District (EID) in downtown Medford.

The City Council approved Metro Medford's request to begin forming an Economic Improvement District on December 4th, after a presentation by the organization. Metro Medford's goal is to create a vibrant and thriving downtown district and to enable the City of Medford to compete with suburban shopping for market share. The district should provide a stable, secure funding source and allow more flexibility than existing funding.

A second public hearing will be held March 19th at 7:00 p.m. in the Medford City Hall Council Chambers, 411 W. 8th Street.

To view a map of the proposed EID, or for more information, visit Metro Medford's website at www.metro-medford.com and choose the Downtown Association tab at the top of the homepage.

Emergency Preparedness Tip of the Month: For those of us who still have conventional landline telephones, remember that a cordless phone will not work in a power outage. When there's no power to the base, there's no call.

Keep an old-fashioned phone for emergencies. Any phone that doesn't have a separate power cord will do. During power failures, the wired telephone system usually keeps working. Check thrift shops and garage sales to find a phone for emergencies.

If the landline phone system is out of service, try a pay phone. They may be difficult to find these days, but they are on entirely different networks than home and business phones. You don't need money to dial 9-1-1, Directory Assistance, the Operator, or to make collect or credit card calls.

Even when you can't complete a local call during an emergency, you can often place a long distance call. This is one reason experts urge us to keep contact information for out-of-area friends and relatives. This way you can let someone know you're okay, or what help you might need. They may be able to contact our local emergency services for you.

Next month: Phone tips for smart phones in emergencies.

Polystyrene Ban: On January 15th, Sam Becker, a St. Mary's High School Student, and the City Recorder Glenda Wilson addressed the Council and provided an overview of the Polystyrene Food Ware Ban initiative. Mr. Becker provided the reasons for his proposal and his outreach efforts with local restaurants.

At the meeting, the Council had three options to consider: do nothing and the initiative would go to the May ballot; file an opposing measure; or adopt the proposed initiative language. It was noted that if the initiative is on the May ballot, it will cost the City approximately \$25,000-\$40,000 for the special election.

Councilmembers discussed the options and brought the matter back as a Code Amendment. Written notice of the hearing on the proposed polystyrene ban was sent to the restaurants and food vendors in Medford.

The hearing was held February 5th. The City Council approved the ordinance banning any type of food vendor or restaurant from providing prepared food in a polystyrene foam container or using polystyrene foam service ware.

The Council included exemptions for financial hardships and if the non-foam alternative would cost more than the product currently used by a business.

Revisions were made to the Municipal Code Sections 8.4000 through 8.4002. To review, please visit the City's website at www.ci.medford.or.us.

Stream Smart: Medford Public Works supports Stream Smart, an outreach campaign designed to raise awareness of water quality issues in the Bear Creek Watershed and to promote behavior change among individuals and businesses. The intent of this effort is to create an unifying and recognizable brand for outreach materials for the residents of the Bear Creek Valley.

Medford's Public Works Department strives to keep our streams and creeks clean through its education on the City's storm sewer system. To that end, Public Works actively strives to prevent contamination of our streams and creeks through their Storm Water Management Program as well as complying with the Total Maximum Daily Load requirements.

For more information regarding Medford Public Works, please visit our website at www.ci.medford.or.us and click Departments. For more information about the Stream Smart program, please visit their website at www.stream-smart.com.