

CITY COUNCIL

Goal Setting Meeting Minutes February 2 & 3, 2023

Mayor Drotzmann called the Goal Setting Meeting for Thursday, February 2, 2023 to order at 5:30pm. Present were Councilors Duron, Primmer, Hardin, Myers, Linton, McCarthy, and Barron. Councilor Peterson was excused. Staff members in attendance were City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Mark Krawczyk, Library Director Mark Rose, Parks and Recreation Director Brandon Artz, Chief Edmiston, Planning Director Clint Spencer, Court Administrator Jillian Viles, Hermiston Energy Services General Manager Nate Rivera, Human Resources Specialist Crystal Inners, IT Director Jordan Standley, EOTEC General Manager Al Davis, and City Recorder Lilly Alarcon-Strong.

Sara Singer Wilson from SSW Consulting, LLC outlined the agenda for the evening. Attendees briefly introduced themselves.

Presentations were made by staff members to update the council on the status of projects from the 2022 goals, a look ahead at 2023 projects and potential projects. The presentations included project progress, accomplishments, challenges, and relevant data (presentations attached).

After Council and staff discussion, the meeting adjourned for the evening at 8:33pm.

Mayor Drotzmann called the Goal Setting Meeting for Friday, February 3, 2023 to order at 8:30am. Present were Councilors Duron, Primmer, Hardin, Myers (arrived at 10:00am), Linton, McCarthy, Peterson, and Barron. Staff members in attendance were City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Mark Krawczyk, Library Director Mark Rose, Parks and Recreation Director Brandon Artz, Chief Edmiston, Planning Director Clint Spencer, Court Administrator Jillian Viles, Hermiston Energy Services General Manager Nate Rivera, Human Resources Specialist Crystal Inners, IT Director Jordan Standley, EOTEC General Manager Al Davis, and City Recorder Lilly Alarcon-Strong.

Sara Singer Wilson reviewed the ideas and topics as discussed the day prior of the 2023 potential projects by expanding on these topics, which included: mapping out the most pressing issues facing Hermiston, organizing priorities and initiatives, identifying overarching goals to refine the actions/goals for 2023. The 2023 goals will be refined and presented for adoption at a City Council Meeting in the near future.

Lilly Alarcon-Strong, CMC, CITY RECORDER

The meeting was adjourned at 3:18pm.

SIGNED:

Dr. David Drotzmann, MAYOR

ATTEST:









Game Plan

- 2022 Goal Review
- Community Satisfaction Survey
- New Program Updates
- Items to Consider



Values

Fiscal Prudence

We are responsible stewards of the City's financial resources and exercise discretion in decision-making

Engagement

We facilitate constructive relationships between the City and constituents to build trust and support equitable and sustainable decision making

Inclusive

We are committed to building an inclusive environment that values and respects the contributions of all people

Partnerships

We collaborate with community organizations to leverage expertise and resources to best serve the public

Livability

We promote diverse housing options, convenient and accessible community assets, a healthy environment, and high-quality education



Goal: GROWING + PROSPEROUS

- Workforce Development
 - Develop partnerships with local employers and community organizations to explore staffing needs and strategies for enhancement (1-2 Years)
 - Working with Hermiston School District and the Operating Engineers on apprenticeship center
 - Advocate for legislation that supports workforce development in Hermiston (1-2 Years)
 - Same as above

Goal: GROWING + PROSPEROUS

- Transportation
 - Complete the Geer/Harper road improvements (1-2 Years)
 - Working to Finalize Design and Negotiate with Impacted Landowner
 - Extend Gettman Road (3-4 Years)
 - Phase I hard surface installed by Umatilla County
 - Seeking GRATE Project Funding
 - Complete alternative route transportation study (1-2 Years)
 - No Recent Progress

Hermiston GRATE Project







Project Description

Develops a new local connection between US395 & OR207 in two locations by constructing 1.5 Miles of new roadway, replacing & widening a failing I lane bridge, expanding ¼ mile of existing roadway, and enhancing an existing Union Pacific Railroad crossing.

Project or Program Readiness

The overall project is broken in to four independent components, all of which are included in Hermiston's adopted Transportation System Plan, and adopted Capital Improvement Plan, All right of way is in place, with preliminary scoping design completed for Phases 1, 3, & 4. Phase 2 still requires right of way acquisition.

Total Project or Program Cost

Phase 1- \$2,800,000: W. Gettman Road Construction (paving and rail crossing upgrade) Phase 2- \$2,770,000: E. Gettman Road Construction (ROW acquire & road construction)

Phase 3- \$210,000: S.E. 10th Street Bridge Replacement

Phase 4- \$2,780,000: N.E. 10th Street Reconstruction

Project or Program Sponsor City of Hermiston

Project or Program Contact Byron Smith

bsmith@hermiston.or.us

GRATE Supporters - Hermiston Chamber

- of Commerce
- Umatilla County
- Hermiston School District
- Confederated Tribes of the
- Umatilla Indian Reservation - State Sen Bill Hansell
- State Rep. Greg Smith
- ODOT Region 5
- City of Hermiston



Goal: GROWING + PROSPEROUS

- Housing
 - Attract market-rate rental housing developments to increase middle housing inventory (3-4 Years)
 - Staff has met with multiple multi-family developers
 - Assisting Manufactured housing developer in getting project back on track
 - Fund infrastructure improvements to support new housing and enhance livability (Ongoing)
 - Prairie Meadows latest example
 - Recommend a course of action on the Green property (3-4 Years)



No Recent Progress

Goal: SAFE + HEALTHY

- Wellness
 - Explore funding options and partnerships for Health, Wellness and Aquatic Center (1-2 Years)
 - Started discussions with a variety of funding partners (City of Umatilla, Umatilla County, Good Shepherd, Hermiston School District)
- Homelessness
 - Facilitate public forum to discuss homelessness in community (1-2 Years)
 - Held joint meeting with the City of Umatilla and Umatilla County to discuss PATH.
 - Conducted online surveys to gauge community sentiment
 - Determine City role as it relates to homelessness (1-2 Years)
 - Joined in partnership with West Umatilla County entities to form approach to addressing this issue.

Health, Wellness & Aquatic Center



Regional Indoor Health and Fitness Facility



Project Description

The Health, Wellness & Aquatic Center will be a year-round facility that is the most commonly requested amenity in polling among members of the Hermiston community. The current outdoor Hermiston Aquatic Center is only open four months per year due to weather restrictions. The full project would include:

- An indoor pool complex for lap and leisure swimming, physical therapy and water safety education.
- General workout areas including physical fitness equipment.
- Two multi-use athletic courts for basketball, volleyball, and other sports and activities.
- · A full-size indoor walking track
- Estimated Cost: Over \$40 million

CONCEPTUAL BUILDING PLANS





Top Regional Priority

#I Project in City of Hermiston Parks & Recreation Open Space Plan (PROS)

#1 Community-Selected Item in Hermiston 2040 Plan

#I Desired Community Amenity in City of Umatilla's Master Park

Contact:

Byron Smith bsmith@hermiston.or.us



Goal: SAFE + HEALTHY

- Mental Health
 - Explore options for providing mental health support services at Municipal Court (3-4 Years)
 - Entered into discussions with Umatilla County, Community Counseling Solutions and the City of Pendleton to utilize Opiod settlement funds to begin some program in Hermiston Municipal Court.
 - Facilitate partnerships to attract mental health providers to Hermiston (1-2 Years)
 - Working with Community Counseling Solutions to understand what our role could be in this area.

Goal: SUSTAINABLE

- City Facilities
 - Complete construction of new City Hall (1-2 Years)
 - Done!!! Moved in October 2022!
 - Begin implementation of EOTEC Strategic Plan (1-2 Years)
 - Working on or completed 4 of the top 7 items on the Strategic Plan
 - Began process of securing water rights
 - Adopted a site master plan
 - Improved Cameras/PA System
 - Working to add a multi-sport facility
 - Assess EOTEC facility management alternatives (1-2 Years)
 - Assumed full management of EOTEC January 1, 2023.

Goal: SUSTAINABLE

- Water
 - Implement water supply components of master plan (5+ Years)
 - Purchased a small well owned by the Port of Umatilla
 - Improvements to Well #5 to allow full certification of associated water rights
 - Secure water rights for the EOTEC site (1-2 Years)
 - Determined path for this item
 - Began 1st Level engineering on preferred path



Goal: CONNECTED + ENGAGED

- Arts + Culture
- Digital Infrastructure
 - Explore broadband/fiber options to support City facilities (1-2 Years)
 - Completed initial information gathering process
 - Beginning to seek out partnerships and funding
 - Explore opportunities for an arts and cultural center/museum at Carnegie Building (1-2 Years)
 - Assigned a staff liaison to a group working on the concept of a Hermiston Museum
 - Applied for one grant (not awarded) to assess building for transformation
 - Partnering with Umatilla County on forming a Hispanic/Multicultural Resource Center in a renovated Library

Hispanic Resource Center

Hermiston Library Renovation - Phase II





Project Description

The lower floor of the Hermiston Public Library was remodeled in 2021 to accommodate office space during the Hermiston City Hall construction project. This is now available for library use with the idea of dedicating space to a Hispanic Resource Center, including:

- Expanding the Spanish language material collections by participating in Libros for Oregon (group of public libraries that attend book sale in Mexico) and using expansion space to increase the size and variety of collections
- Building a Resource Center to facilitate Spanish-language access to community services including the Oregon Human Development Corporation and Euvalcree, tax filing services, and computer classes
- Creating displays related to the history and culture Spanish speakers that have contributed to Hermiston and Umatilla County
- Developing a gathering space by identifying staff with liaison responsibilities to community groups representing and serving the Spanish-speaking community and hosting Hispanic Advisory Committee and other similar meetings at the library
- · Estimated cost is \$3.5 million

Background

According to the 2020 Census, 52% of the Hermiston community is Hispanic. The City has been making efforts for many years to ensure the population has equitable access to resources and information, including the creation of the Hispanic Advisory Committee in 2012 which was awarded the National League of Cities' 2013 City Cultural Diversity Award.

Project Contact Byron Smith bsmith@hermiston.or.us



Goal: CONNECTED + ENGAGED

- Community Engagement
 - Develop Citywide communications strategy to enhance communication and engagement with the public (1-2 Years)
 - Testing various two-way communication tools to improve communication and engagement
 - Regularly assessing and adjusting website communication
- Advocacy
 - Advance advocacy efforts to secure regional and statewide funding/investment
 - Working closely with all possible partners in advocacy effort
 - Umatilla County, State of Oregon, U.S. Government,

- Community Satisfaction Survey
- Structure/Methodology
 - Page 24
 - Four Sections (Three Standard, One Rotating Section)
 - Digitally Recruited Responses (mostly from social media)
 - Weighted to match our Census Demographics



	Jan – Jun 2022	Jul – Dec 2022
Surveyed Residents	653	518
Overall Satisfaction	56% - Satisfied 39% - Neutral 5% - Negative	54% - Satisfied 43% - Neutral 3% - Negative



 Top Three Community Characteristics -Satisfaction (of each six months)

	Jan - Jun 2022	Jul – Dec 2022
Quality of Parks/Rec Amenities (both)	47%	43% (1)
Quality of Waste and Recycling Services	43%	34%
Sense of Community Among Residents	42%	33%
Acceptance of Residents of all Backgrounds (both)	42%	40% (4)
Ease of Getting Around by Foot	Below 10%	41% (2)
Access to Quality Education	39%	40% (3)



 Bottom Three Community Characteristics -Satisfaction (of each six months)

	Jan - Jun 2022	Jul – Dec 2022
Ease of Getting Around by Public Transit	18%	16%
Availability of a Variety of Art/Culture	15%	9%
Availability of Affordable Housing	10%	10%



New Ventures - IT

• Clients:

- Morrow County
- City of Umatilla (Service Increase Planned)
- City of Stanfield
- City of Echo
- City of Pendleton
- Umatilla County Fire District #1
- Potential Future Clients:
 - Horizon Project
 - Oregon Trail Library District
 - Others



New Ventures - IT

• Employees: 6

Functioning as Planned



New Ventures - EOTEC

Transition nearly complete

Branding/Renaming Discussion

Working on addition of Marketing function

Functioning as Anticipated



Items to Consider

- Charter Adopted in 2015
 - Time for another review?
 - Possible Discussion Items
 - Election of Judge (1 of 4 Municipal Judges in Oregon)
 - Ward Boundaries
 - Residency Requirements
 - Appointment of City Attorney



Items to Consider

- General Fund Pressures
 - Reduction of Services
 - Public Safety Fee





Questions??

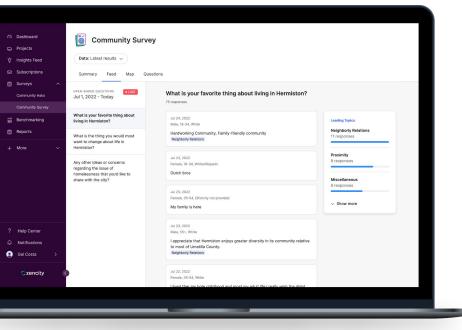
Where Life is Sweet*



Hermiston, OR Community Survey

July – December 2022





The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

518 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between July – December, 2022. An additional 8 responses were collected through the county's distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Hermiston. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

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Overall Satisfaction

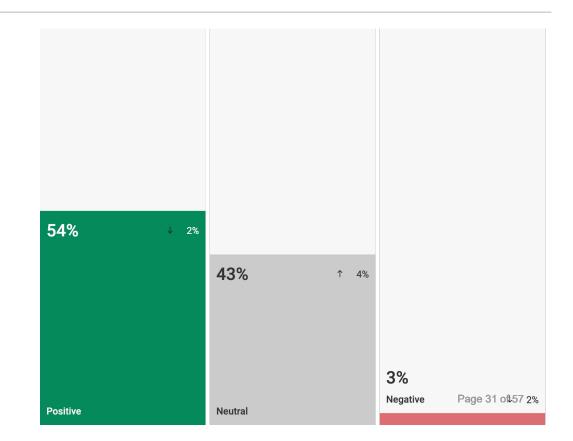
54%

of 518 surveyed residents are satisfied with life in Hermiston

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

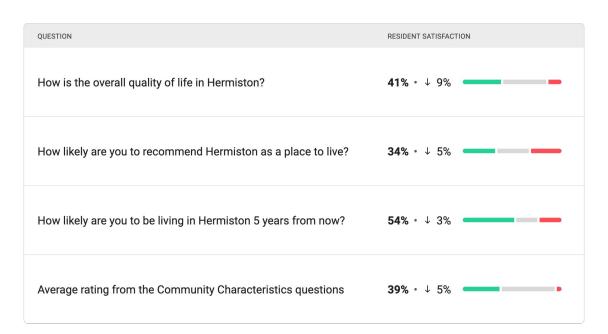


These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (\leq 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

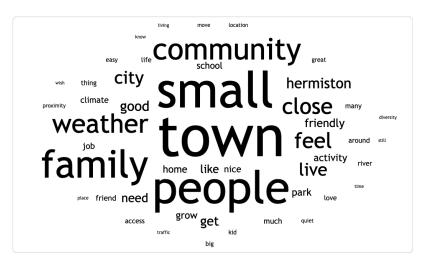


Free-Text Responses



What residents love

Question: What is your favorite thing about living in Hermiston?





What residents want changed

Question: What is the one thing you would change in Hermiston?

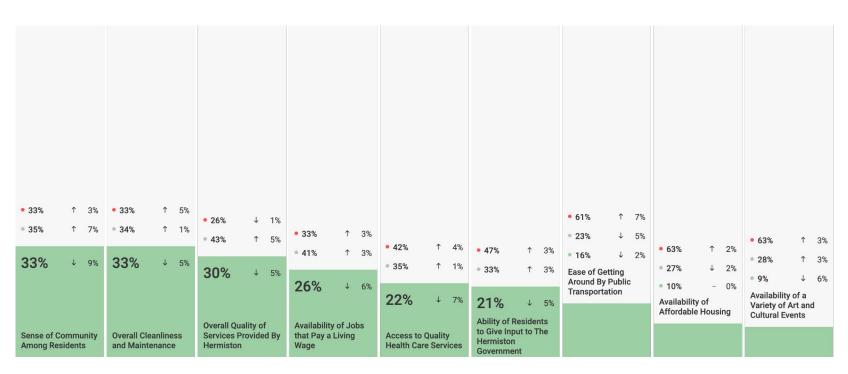


Life in Hermiston



These bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).



The ratings residents gave these parts of life showed a connection to their overall satisfaction

The community characteristics shown here:
a) demonstrate a strong correlation with how residents rated their overall satisfaction AND
b) receive a notably high or low satisfaction score.

Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



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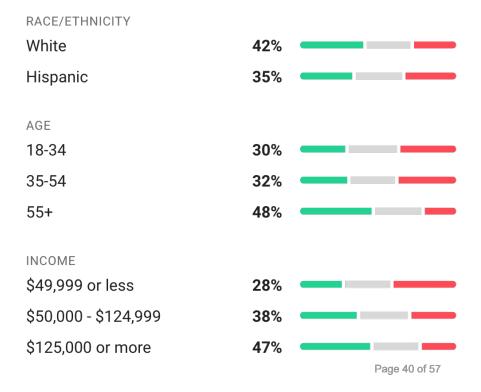
Strengths

of residents are satisfied with the sense of overall safety

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **high** score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

Groups marked with a (*) have fewer than 30 responses. Use caution when interpreting these findings.



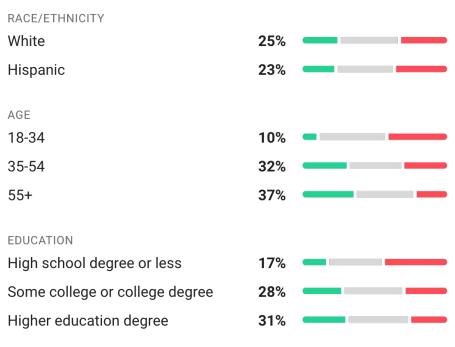
In Focus

of residents are satisfied with the availability of jobs that pay a living wage

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **low** score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

Groups marked with a (*) have fewer than 30 responses. Use caution when interpreting these findings.

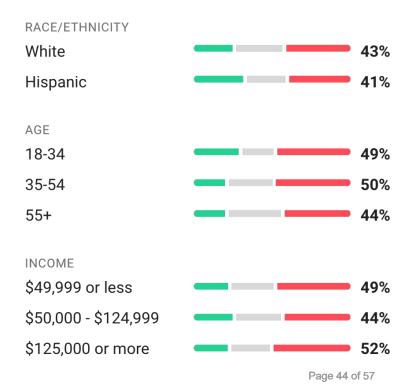


Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge

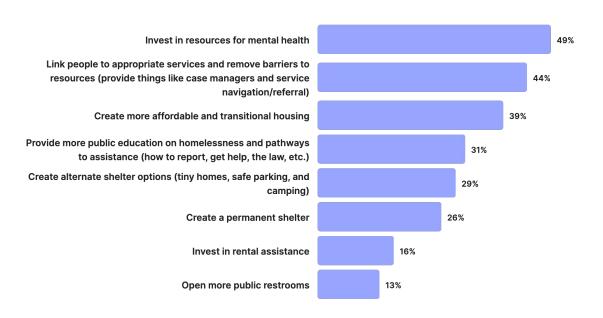
of residents believe that homelessness is an issue in the city





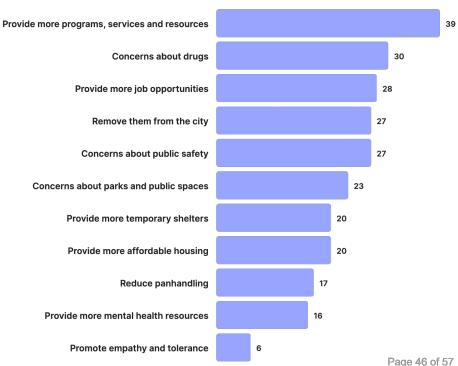
of respondents believed that the city should invest in resources for mental health in order to support residents experiencing homelessness.

The question: Where do you think the city should put the greatest effort to support residents experiencing homelessness?



Respondents most commonly reported wanting the city to provide more programs, services and resources to residents experiencing homelessness.

The question: Any other ideas or concerns regarding the issue of homelessness that you'd like to share with the city?



Demographic Breakdown

Demographic Breakdown

Hermiston, OR July – December 2022

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er 2022	Szencity

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Age	18-34	36%	68
Age	35-54	56%	167
Age	55+	74%	271
Education	High school degree or less	45%	98
Education	Some college or college degree	56%	235
Education	Higher education degree	59%	185

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Gender	Female	54%	312
Gender	Male	54%	192
Household Income	\$49,999 or less	43%	145
Household Income	\$50,000-\$124,999	57%	262
Household Income	\$125,000 or more	64%	111
Ethnicity	Hispanic	45%	73
Ethnicity	White	57%	432

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Section 1

General Satisfaction

QUESTION	CHOICES
How is the overall quality of life in Hermiston? *	1-5 Scale (Poor to excellent)
How likely are you to recommend Hermiston as a place to live? *	1-5 Scale (Very unlikely to very likely)
How likely are you to be living in Hermiston 5 years from now? *	1-5 Scale (Very unlikely to very likely)
What is your favorite thing about living in Hermiston?	Open-ended
What is the thing you would most want to change about life in Hermiston?	Open-ended

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Section 2

Community Characteristics

QUESTION Availability of affordable housing Availability of jobs that pay a living wage Access to quality health care services Access to quality education Availability of a variety of art and cultural events Ease of getting around by public transportation Ease of getting around by bicycle Ease of getting around by foot

QUESTION Sense of overall safety Sense of community among residents Acceptance of residents of all backgrounds Ability of residents to give input to the Hermiston government Overall cleanliness and maintenance Quality of parks and recreational amenities Quality of waste and recycling services Overall quality of services provided by Hermiston

All questions in this section were ranked on a scale of 1-5 (poor to excellent) Section 3

Rotating Survey Section

QUESTION	CHOICES
In your experience, how much of an issue is homelessness in the city?	1-5 Scale (Not at all to To a large degree)
Where do you think the city should put the greatest effort to support residents experiencing homelessness?	Invest in rental assistance; Create a permanent shelter; Open more public restrooms; Invest in resources for mental health; Create more affordable and transitional housing; Link people t appropriate services and remove barriers to resources (provid things like case managers and service navigation/referral); Create alternate shelter options (tiny homes, safe parking, and camping); Provide more public education on homelessness an pathways to assistance (how to report, get help, the law, etc.)
Any other ideas or concerns regarding the issue of homelessness that you'd like to share with the city?	Open-ended

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

Section 4

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more



What to do with your Zencity Community Survey data?

Not sure what you will do with the data from this report?

Zencity Hall has you covered with:

- Webinar recording with Lee Feldman, Former ICMA
 President and city manager of North Miami, Palm
 Bay, Gainesville and Fort Lauderdale, FL
- Tips on Using Your Report Data for Strategic Planning, Performance Management, Communications & Day-to-Day
- Recommended Workflows upon receiving your report summary

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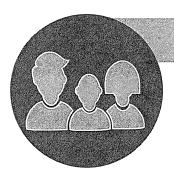






GROWTH & DEVELOPMENT

2022 HERMISTON REPORT



POPULATION

19,696

according to PSU certified estimate

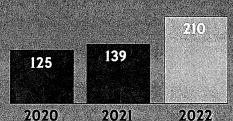
· increase of 277 since 2021 estimate

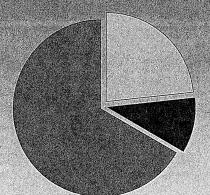


CAPITAL IMPROVEMENT

BUILDING PERMITS

new housing unit permits in 2022





464 total new housing unit permits since 1/1/20

- **331** other housing permits
- 108 income restricted apartment units
- 46 manufactured homes



Residential Permits 2022

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Commercial Permits 2022

RV Park	1
Plumbing	34
Alarm/Suppression	12
Sign	13
Structural	48*
Mechanical	55
Electrical	106

* includes 60 income restricted Moorehouse Apartment units

\$61.9M

Total Job Value

On the horizon: 200-home Santiago Estates Manufactured Home community likely to start placing 20+ homes annually in Spring 2023

Street

> N.W. 3rd Street Paving Completed: September Final Cost: \$136,477

Wastewater

 Downtown Utility Line Replacement
 Completed: Spring
 Final Cost: \$280,000*

Parks

Riverfront Park
 Parking Lot Relocation
 Completed: May
 Final Cost: \$188,110

City Facilities

Hermiston City HallCompleted: SeptemberFinal Cost: \$9.1 million*

> Hermiston Airport Apron Reconstruction

Completed: Spring
Final Cost: \$1.9 million*

*Minor adjustments possible in final closeout Learn more at www.hermistonprojects.com