



SSW CONSULTING

## MEMORANDUM

---

**TO:** City of Wilsonville Mayor and City Council  
Bryan Cosgrove, City Manager

**FROM:** Sara Singer Wilson, SSW Consulting

**DATE:** March 27, 2023

**SUBJECT:** 2023-2025 City Council Goals

### BACKGROUND

On February 25, 2023, the City Council and the City's Executive team participated in a goal-setting workshop to recognize the accomplishments of the previous two years, establish a shared understanding of the current community context, and develop a focused list of goals and supporting strategies to guide the organization in their service delivery to the community over the next two years. The City contracted with SSW Consulting, a professional strategic planning and facilitation firm to prepare and guide the team through their discussion.

Prior to the workshop, SSW conducted outreach with the Council and Executive Team to understand current community challenges, opportunities, and priorities on the horizon. The agenda for the discussion was based on the following outcomes identified through the outreach process:

- Identify City Council goals that will guide the development of a work plan and budget that aligns with staff capacity and resources;
- Build a shared understanding of the community and organizational context to inform the Council's goal discussion; and,
- Build a strong and cohesive team among the Council and with staff to advance the Council's goals.

### 2023-2025 COUNCIL GOALS

The Council identified six goals with accompanying strategies to provide specific direction to staff on how to advance each goal. These goals have been summarized in the attached worksheet.

At the April 3rd City Council meeting, the Council will review the goals and provide any final input or clarification to ensure staff has clear direction on how to advance the Council's desired initiatives over the next two years. In the attached worksheet (Attachment A), the City's Executive Team has assigned project leads and estimated timelines based on existing projects underway, resource availability, and other data as they consider the implementation plans for each strategy.

### ATTACHMENT

Attachment A: Draft 2023-2025 City Council Goals

Wilsonville 2023-2025 Council Goals

Council Goal	Outcomes	Strategies	Team Refinement Notes	Sponsor	Project Lead	Timeline
<b>Emergency Preparedness</b>						
<b>Improve the City's Emergency Preparedness + Public Safety</b>	<ul style="list-style-type: none"> <li>Increased safety</li> <li>Improved confidence for readiness in the event of a significant disaster</li> <li>Increased individual preparedness and responsibility</li> </ul>	1. Develop an infrastructure resiliency plan and reprioritize and fund recommended projects	Wastewater Treatment Plant Master Plan, Water Distribution Master Plan, and Public Works Standards Update will include seismic resilience analyses and other recommended improvements	Public Works/Engineering	Nacrelli/Barrett	Q3- 2023 through Q2 2025
		2. Expand support for individual emergency preparedness through increased outreach and the exploration of new technologies to engage and connect people in emergencies		Public Works	Kerber/Evans	Q3 - 2023
		3. Conduct short-term planning for a police facility	Remove the long-term language - Long-term is covered in community service block master plan	Public Works/Administration	Kerber/Troha	Q1 - 2024
		4. Complete a police department staffing study		Police/Administration	Wurpes/Troha	Q2 - 2024
<b>Environment</b>						
<b>Protect and preserve Wilsonville's environment</b>	<ul style="list-style-type: none"> <li>Build community awareness of City efforts</li> <li>Develop baseline data about City climate friendly practices and efforts</li> </ul>	5. Develop a climate inventory and gap analysis of city practices and operations	Consider the County direction and state mandates - see staff notes	NR/Engineering	Rappold	Q3 - 2024
		6. Conduct a community education campaign to build awareness of climate friendly practices		NR/Engineering	Rappold	Q3 - 2024
<b>Economic Opportunity</b>						
<b>Attract high-quality industry and support economic opportunity for all in Wilsonville</b>	<ul style="list-style-type: none"> <li>Economic opportunity for all</li> <li>Increase investment in industrial areas</li> </ul>	7. Develop a strike fund to pursue development opportunities for high value properties aligned with the City's economic development goals	Coordination with Finance and integrations with urban renewal planning critical	Community Development/Administration	Lorenzen	Q3 - 2024
		8. Prioritize and implement recommendations of the Urban Renewal Strategic Plan	This work will start in this Council goal cycle, but will require a longer timeframe for completion	Community Development/Administration	Lorenzen	Q4 - 2024
		9. Facilitate connections between industry and education partners	see staff notes	Community Development/Administration	Lorenzen	Q1 - 2024
		10. Convene a childcare partner consortium to understand the barriers, challenges, and opportunities for increasing childcare opportunities in Wilsonville. Consider the City's role and potential actions for supporting the outcomes.	The first part of this goal is easily accomplished and the second part will require additional input and direction from the Council	Community Development/Administration	Lorenzen	Q2 - 2024
<b>Housing</b>						
<b>Increase housing opportunities for all and reach functional zero homelessness</b>	<ul style="list-style-type: none"> <li>Equitable housing opportunities for all</li> <li>Prioritize City efforts to reach functional zero homelessness</li> <li>More people exiting homelessness than entering homelessness</li> </ul>	12. Prioritize and implement the equitable housing strategic plan	TOD construction will likely not be complete in two years, but HNA/HCA will be done at the end of this year. HPS will be adopted end of next year.	Planning	Rybold	2023-2025
		13. Train city staff and work with partners to better serve the houseless population through the creation of an internal task force		Administration	Troha	2023-2025
		14. Adopt ordinances to bring the city into compliance with state and circuit court rules		Administration	Guile-Hinman	Q3 - 2023

Council Goal	Outcomes	Strategies	Team Refinement Notes	Sponsor	Project Lead	Timeline
<b>Parks + Facilities</b>						
<b>Expand Wilsonville's Parks + Facilities to Align with Community Growth and Needs</b>	<ul style="list-style-type: none"> <li>Leverage community input to support the Advisory and elected leaders in prioritizing community park and facility improvements</li> <li>Determine funding options to align Wilsonville's park and facility amenities with community needs/desires</li> </ul>	15. Review and prioritize park and facility projects and recommend a funding plan and timeline		Administration	Cosgrove	Q3 - 2024
		16. Complete the Community Service Block Master Plan		Public Works	Kerber	Q2 - 2024
		17. Review and update park project prioritization through the Parks and Recreation Board		Parks and Recreation	Amerman	Q1 - 2024
<b>Communications + Engagement</b>						
<b>Enhance Communications + Engagement to build a more connected community</b>	<ul style="list-style-type: none"> <li>Increase the City's reach through diverse engagement tools</li> <li>Foster a safer and more connected community</li> </ul>	18. Increase capacity to support communications and engagement through tools including marketing, social media, bilingual outreach, youth outreach/partnerships, and others		Administration	Communications Program Coordinator	Q3 - 2024
		19. Conduct increased citizen and neighborhood engagement for community safety	More outreach to HOAs, database	Administration	Communications Program Coordinator	Q3 - 2024