

CITY OF SEASIDE: Seaside City Council Goal Setting 2019



OUR VISION 2034:

Seaside is a remarkable, culturally rich community. Our families thrive, our businesses prosper and generations of visitors create memories that last lifetimes — all in a healthy, safe and neighborly coastal environment.

OUR STRATEGIC DECISIONS MUST:

Preserve or enhance the desirable characteristics of our community.

- Be inclusive of all community members.
- Be in the best interest of Seaside.
- Be supported by resources, including all additional needs caused by each decision.
- Have benefits that outweigh negative or unintended consequences.

KEY:

- Imperatives
- Measures of Success
- Two-year Goals
- Four-year Goals
- 👤 City Council Leads
- 👥 Staff Members

	Two-Year Goals	Four-Year Goals
Our Economic Base	<ul style="list-style-type: none"> Enable Workforce Housing Development Workforce Housing Plan & Begin Implementation (Dec. 2020) 👤 Seth/Tita 👥 Russ Vandenberg Revise Vacation Rental Ordinances Ordinances Updated and in Place (Dec. 2020) 👤 Randy/Steve 👥 Kevin Cupples 	<ul style="list-style-type: none"> Develop Evaluate UGB Expansion for the Purpose of Housing Tourism Management Plan
Our Infrastructure	<ul style="list-style-type: none"> Support School Infrastructure Infrastructure in Place to Allow School to Open (Sept. 2020) 👤 Dana 👥 Dale McDowell Develop 20-Year Bridge Replacement Plan Plan Complete (Dec. 2020) 👤 Tom/Randy 👥 Bob Mitchell 	<ul style="list-style-type: none"> Identify Long-term Downtown Parking Solution Develop Regional Strategy to Address Traffic Challenges
Our Operational Excellence	<ul style="list-style-type: none"> Develop Plans to Increase Citizen Involvement in City Govt Plan in Place and Begin Implementation (March 2020) 👤 Steve 👥 Esther Moberg Improve Communications with Public Plan in Place and Begin Implementation (March 2020) 👤 Seth/Tita 👥 Esther Moberg Revise and Update City Ordinances Update Six High Priority Ordinances (Dec. 2020) 👤 Jay/Dana 👥 Dave Ham Revise and Update City Charter Review Complete (Dec. 2020) 👤 Tita/Jay 👥 Russ Vandenberg 	
Our Resiliency	<ul style="list-style-type: none"> Create a Plan for Disaster Evacuation and Survival Infrastructure Create Plan & Implement Infrastructure (Dec. 2020) 👤 Randy 👥 Joey Daniels Develop a Resiliency Master Plan Consultant Retained & Begin Study (Dec. 2019) 👤 Jay 👥 Dave Ham 	<ul style="list-style-type: none"> Seek Funding and Begin Construction of Evacuation and Survival Infrastructure Take Initial Steps Toward Implementation of Resiliency Master Plan
Our Quality of Life	<ul style="list-style-type: none"> Continue Development of Our Parks and Trails System Development Activity Has Begun (Dec. 2020) 👤 Steve/Randy 👥 Bob Mitchell Engage Partners to Begin Refinement & Implementation of Source Water Protection Plan Implementation has begun (Dec. 2019) 👤 Tom 👥 Kevin Cupples 	<ul style="list-style-type: none"> Implementation of Parks and Trail System Improvements