



# City of North Bend

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## 2023-2025 STRATEGIC PRIORITIES & GOALS

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### MISSION, VISION, VALUES

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The City of North Bend’s Strategic Plan is guided by three underlying elements: our mission, vision, and statement of values. The mission and values statements for the City of North Bend were developed collectively by the employees of the City and adopted by the Mayor and Council. The City Council developed the vision statement for the City.

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### OUR MISSION

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Service is Priority One!

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### OUR VISION

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The City of North Bend believes it is attractive, inviting, safe, and livable. We celebrate our heritage and look forward to our future. North Bend is a well-governed and progressive city where business, industry, and tourism are welcomed as part of our diverse community. We value the natural beauty of our area and the dreams, concerns, and input of our citizens.

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### OUR VALUES

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- Growth:** We value planned growth that will retain our small-town atmosphere.
- Public Safety:** We value a professional, service-oriented public safety policy that promotes a sense of safety and security in our City.
- Transportation:** We value a system of transportation and infrastructure that is modern, efficient, and sensitive to the environment.
- Community:** We value a clean, attractive city with parks, open spaces, and recreational opportunities.
- Service:** We provide the highest level of service possible, most efficiently and responsibly.

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## 2023-2025 STRATEGIC PRIORITIES & GOALS (LISTED BY CATEGORY)

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The Strategic Planning process identified four priorities for moving the City of North Bend toward its long-term vision. The City Council, City Administrator, City Recorder, and Department Heads worked collaboratively to establish specific Goals and Strategies under each category.

### **LIVE**

- **Enhance Infrastructure:** Protect public assets and infrastructure by making calculated and deliberate investments in our assets.
  - Continue with the maintenance schedule of the Fire Department, including the purchase of a new ladder truck (Priority: 2A)
  - Continue Police Department fleet sustainability (Priority: 3A)
  - Develop a strategic longevity plan to keep the pool operational (Priority: 4C)
  - Continue the goal of renovation and repair to the North Bend Public Library (Priority: 4D)

### **WORK**

- **Fiscal Sustainability:** Leverage the operating position of the City to seize strategic opportunities for improving quality of life while maintaining fiscal practices.
  - Determine additional long-term funding for the City (Priority: 1A)
  - Perform a Sewer Rate Study and present options to increase fees to sustain the aging infrastructure (Priority: 2B)
  - Complete the County Annex workforce housing project (Priority: 4A)
  - Investigate PILOT (payment in lieu of taxes) for Bangor School low-income housing project, and work with Southwest Oregon Regional Airport to establish a fee-for-service arrangement for any requested city services (Priority: 4E)
  - Review and update the City Charter (Priority: 4G)
  - Succession planning and cross-training for city staff (Priority: 4H)

### **PLAY**

- **Vibrant:** Be a vibrant community that uses its amenities and growth mindset to create a warm and welcoming environment to live, work, and play.
  - Create a pocket park at Sherman and California to include restrooms and an I♥NB sign (Priority: 2C)
  - Fish cleaning station at California Street boat launch (Priority: 3B)
  - Create a student Youth Advisory Council (Priority: 3C)
  - Add 200 AMP service to Grant Circle for City Events (Priority: 4B)
  - Create defensible space and clear invasives in City Parks (Priority: 2D)
  - Rebrand July Jubilee (Priority: 4F)

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## 2023-2025 STRATEGIC PRIORITIES & GOALS (LISTED BY PRIORITY)

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The Strategic Planning process identified four priorities for moving the City of North Bend toward its long-term vision. The City Council, City Administrator, City Recorder, and Department Heads worked collaboratively to establish specific Goals and Strategies under each priority.

### **TIER 1**

- Determine additional long-term funding for the City (Priority: 1A)

### **TIER 2**

- Continue with the maintenance schedule of the Fire Department, including the purchase of a new ladder truck (Priority: 2A)
- Perform a Sewer Rate Study and present options to increase fees to sustain the aging infrastructure (Priority: 2B)
- Create a pocket park at Sherman and California to include restrooms and an I ♥ NB sign (Priority: 2C)
- Create defensible space and clear invasives in City Parks (Priority: 2D)

### **TIER 3**

- Continue Police Department fleet sustainability (Priority: 3A)
- Fish cleaning station at California Street boat launch (Priority: 3B)
- Create a student Youth Advisory Council (Priority: 3C)

### **TIER 4**

- Complete the County Annex workforce housing project (Priority: 4A)
- Add 200 AMP service to Grant Circle for City Events (Priority: 4B)
- Develop a strategic longevity plan to keep the pool operational (Priority: 4C)
- Continue the goal of renovation and repair to the North Bend Public Library (Priority: 4D)
- Investigate PILOT (payment in lieu of taxes) for Bangor School low-income housing project, and work with Southwest Oregon Regional Airport to establish a fee-for-service arrangement for any requested city services (Priority: 4E)
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