

City Council Goals, Priorities, and Action Plan

Fiscal Year 2025-2026 Focus

The City Council will endeavor to:

- Support staff in carrying out the priority activities listed below in the interest of improving the financial position of the City and increasing the efficiency and quality of services provided to the residents of Talent.
- Establish a welcoming climate for residents and visitors of Talent from any/all backgrounds, including at public facilities, public events, and meetings of the City Council, commissions, and committees.
- Advocate on behalf of the community of Talent with regional, state and federal governments for the greater public good.
- Exercise fiscal responsibility.

The priorities for the City staff, working under the direction of the City Manager, fall under the five primary headings below and are detailed in the pages to follow.

1. Maintain and improve the fiscal condition of the City to ensure the short- and long-term financial sustainability of core city functions.
2. Execution of priority projects: Gateway/Gangnes Road/West Valley View; Talent Community Resource Center.
3. Continue to improve the quality and efficiency of internal systems.
4. Prioritize good stewardship of key City assets.
5. Prepare for the future development and security of the City through strategic efforts, including:
 - a. Land use and transportation planning
 - b. Disaster preparedness and mitigation work
 - c. Foundational work to support future public and private investment in community assets and a stronger tax base.

1. Improve the Fiscal Condition of the City

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: Fee Update - Consolidate City fees into single schedule and adjust fees for inflation	Med	In progress	A	Spring 2025	All	Record completeness	For implementation with FY '25-'26 budget. Likely requires a review of fee policy/policies. Include the history of fees where feasible.
Goal 2. Seek Additional Administrative Efficiencies	Med	On-going	A		CM, FD		Regular activity but included here due to its very high importance. At least annually, regularly review FTE & consultant budgets by department and key personnel costs drivers, such as health insurance, to ensure City is purchasing essential services in the most efficient manner possible. Each Department will be asked to identify one process improvement to focus on for FY 25-26 &/or identify quarterly metrics.
Goal 3: Increase Revenues							
Revenue options menu	Low	In progress	A	Spring/Summer 2025	CM, FD		Provide for Council consideration a full slate of possible new revenue options, including items below here and others, such as Transient Lodging Tax, Gasoline tax, Franchise Fees, island annexation, etc.
Public engagement (Town Halls?) to discuss General Fund fiscal position and possible strategies (esp. police funding, service delivery alternatives, and revenue options).	High	In progress	A	Summer 2025 through FY 26-27 Budget	COP, CM, FD, Council	Staff resources	Include discussion of utility funds (cost of service work below), but focus on GF. Possibly utilize smaller group listening sessions (1 or 2 with each councilor)?
Recalculate System Development Charges	Med	Not started	A	FY 25/26 & On-going	FD,PW, consultant	Funding for engineering study	SDC rate studies should follow master plan updates. Stormwater is ready to be reviewed; water was recently updated; parks could be updated; transportation should be pursued post-Transportation System Plan update.
Cost of Service studies	Med	Not started	A	FY 25/26	FD, PW, consultant	Funding	Streets & parks are due for review. Water should be reviewed given changes in MWC costs.
Review business license fee and system	High	Not started	B	FY 26/27	FD	Competing priorities	Will not generate significant revenue without improved enforcement
Pursue grant funding	Med	Ongoing	A	ongoing	All dept.		Important to pursue grants for City priorities. Management of grant activities can be a burden on staffing and draw attention away from core functions.

Goal 4: Financial Policies							
Formulate & adopt City Financial Management policy, including setting targets for reserves and fund balances	Med	Not started	B	?	CM, FD	Competing priorities	
Establish City investment policy	Low	Not Started	B	FY 26/27	FD	Competing priorities	Less urgent due to lower fund balances.
Goal 5: Expand City Tax Base							See Sections 2 and 5.c below

2. Execution of Priority Projects

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: Advance Gateway Project							
Release RFP & Select Developer	Medium	In-progress	A	Summer 2025	CM, Consultant		
Close Out Emergency Housing Project	Low	In-progress	A	August 2025	CM		Federal funds & related requirements could potentially complicate.
Complete design of PIER-funded improvements	Medium	Not started	B	Summer 2025 thru summer 2026	CM, Consultant	Awaiting preliminary environmental review	Procurement of design, alone, likely to take several months.
Goal 2: Talent Community Resource Center							
Complete purchase	Low	In-progress	A	Apr/May 2025	CM, CA	Cash flow, federal hurdles	
Establish lease-up process	Low	In-progress	A	April 2025	CC, CM		
Lease Up	Med	Not started	A	April – August 2025	CM		
Renovations	Low	Not started	B	Summer/Fall 2025	CM, consultant	Must complete lease-up prior	May be subsequent larger phase 2.

3. Improve Internal Systems

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: City Code, Policies, and Practices are Consistent, Up-to-date, and Documented							
Update personnel handbook, include training policy.	Medium	In-progress	A	2025	CM, FD	Competing priorities	Best practice, to keep policies up to date going forward, staff recommend subscribing to an update service.
Collect/organize other City policies	High	Not started	B	2026	CM, CR	Inconsistent records	
Update tech management policies	Low	In-progress	B	2026	FD, contractor	Competing priorities	
Update job descriptions	Medium	Not started	B		CM, FD	Competing priorities	
Annual training schedules for each position	Low	Not started	B	2026-2027	Dept. heads	Competing priorities	Priority for 25/26 budget year will be CR & PW department staff.
Enact policy and training program to create a welcoming City	Low	Not started	C	Out year	CM, FD, consultant	resources	
Goal 2: Communicate Better with the Public							
Complete migration to new website/repair items lost due to hosts server change.	Medium	In progress	A	Ongoing	CEOD, CR		Server migration created need for significant remedial work. Must ensure all key guiding documents (CP, Master Plans, etc.) are available.
Assess current comms practices; and improve effectiveness to reach all residents and sub-populations	High	Not started	B	Out year	CM, CR, consultant	Lack of documentation on current policies and procedures	Need to train staff or retain consultants [deprioritized, out year.]
Goal 3: Provide Strong Committee and Commission Support and Guidance							
Review/clarify policies and procedures	Medium	In-progress	A	Summer 2025	CR, CM, CA		Start with Study Session with City Attorney Dave Lohman, include discussion of possible consolidation.
Refine on-boarding & on-going training	Low	In progress	A	Fall 2025	CR, CM, COED	Staff time	Include regular training & handbooks for Chairs & members. Complete after review of policies and procedures.

4. Prioritize Good Stewardship of City Assets

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: City Infrastructure & Facilities Are Well Maintained							
AMI project implementation	Med	In progress	A	2025	PW		Digging/clearing meter boxes in preparation has been a priority for PW crews.
Develop Facilities Master Plan	Med	Not started	A	2026	PW, FD, CM, PC	Lack of funding, staff resources	Interactions with parks master plan (e.g. Bark Park & potential future PD expansion); need to include plan for Council Chambers, moving pieces with Historic TH, etc.
Goal 2: Management of Natural Resources							
Weed control/abatement, establish required practice, including plan to address City property	Low	In-progress	A	Spring/Sum 2025	CM, PW, FD		Enforcement on private properties can't out-pace City efforts on abatement on city property
Continue execution of FEMA fuel reduction & replanting project	Low	In-progress	A	2025?	PW		
Seek additional funds (CWDG) & start execution (if successful)	Med	In-progress	A	March 2025	CM		Execution to commence ~ Jan. 2026
Establish an urban forestry master plan	Medium	In-progress	B	?	PW, TUFC	Funding	Complete?
Citywide Water Conservation Program	Medium	Not started	B	2026?	PW, FD	Staff, funding	Take on this project following completion of water meter replacement. Explore water recycle re-use system at Splash Pad. Phase 1 of Chuck Roberts redevelopment?
Implement the clean energy element of the Comp Plan	High	Not started	B	FY 26-27	CM, PW, FD	Staff, funding	During FY 25-26, set up a plan of attack/preliminary action plan for following year.

5 a. Land Use and Transportation Planning-

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: Long Term Planning Projects							
Update Buildable Lands Inventory	Low	In progress	A	2025	CD, consultant		Next step: PC Work Session.
Review & accept findings of RR District study	Low	In progress	A	2025	CD, consultant		Ask Council to accept findings.
Limit excessive redundant/ auto-oriented development	Medium	In progress	A	2025	CD, CA, CM, PC, consultant		Could be combined with Re-envision Hwy 99 corridor below.
Adopt code changes for Re-envision Hwy99 Corridor (TGM)	Medium	In progress	A	FY 25/26	CD, PC, Council		Multiple elements could support CFEC compliance.
Mass Timber/Modular Updates	Low	In progress	A	2025	CD, PC, Council		Public Hearing on required updates this Spring.
CFEC compliance	Medium	Not started	A	Due by end of 2025 CY	CD, PC, Council		
Adopt Title 18 Code updates (tree code, ag buffers, environmental development standards)	High	Not started	A	FY 25/26	CD, consultant, PC, Council	Staff resources/ funding	Step one may be to select highest priorities to complete prior to any UGB changes.
Establish and adopt Title 17 Code updates	High	Not started	A	FY 25/26	Staff & cons.; PC, Council	Staff resources/ funding	
UGB Land exchange 1	Med	Not started	B	2026	Staff & cons.; PC, Council		If accept RR district findings, could immediately bring in 10-15 acres of TA5. (Swap). A study session of SB 1537 Land Exchange process is likely next step.
UGB Land Exchange 2	High	Not started	B	2027	Staff & cons.; PC, Council		Bringing in TA 4 (and/or balance of TA5) would require revision to Regional Problem Solving designation of areas for "industrial uses."
Update Housing Capacity Analysis	High	Not started	B	FY 26-27	CD, consultant	Staff resources/funding	OAR on new standards and approach not expected until late 2025.
Analysis of LL fields for future housing development	Medium	Not started	C	Out-year	CD		Should commence ~27-28; want to prepare for use post-LL fields.
Update Transportation Systems Plan	High	Delayed	C	Out-year	PW, planning, consultant	Delayed due to state funding reduction	Emphasize walkability; include transit service (route 7) & bus shelter improvements. Likely not competitive

							for TGM this round; state is prioritizing TSP updates required for CFEC compliance.
EOA / COMP PLAN economic element updates	High	Not started	C	Out-year	Planning, CM		May want to do a more surgical look at industrial land needs. Housing TA solicitation from DLCD available summer or early fall 2025.
Downtown Architectural Guidelines Update	Med	Not started	C	FY 26/27	Planning, PC		Update to allow for solar?
Goal 2: Transportation Project Development							
Design Creel Road to Bike Path Connector	Low	In progress	A	FY 25/26	PW, ODOT		Grant received & signed.
Destination plan/ other greenway connections (placeholder)	Med	Not started	B	2026->	CM, PW,		
Goal 3: Maintain NFIP good standing	Med	In progress	A	2025 & ongoing	CD, CM		Seeking IGA with Medford for provision of floodplain certification expertise.

5b. Disaster Preparedness & Mitigation, Climate Change Mitigation

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Become a Firewise & Fire-Resistant Community	High	Not started	B	Out year	COP, FD5, County OEM	Lack of resources	Moved to out year ... would require staff support.
Update Emergency Operations Plan and Continuity of Operations Plan	High	Not started	A		COP, CM, Consultant	Funding and staffing	Need dedicated consultant support; City's EOP was last updated in 2012. Requires increased budget
Develop emergency resp partnership w/ other jurisdictions	Medium	In progress	A		COP, CM,		Further exploration with City of Ashland.
Establish volunteer & education programs (i.e. CERT)	High	Not started	B	Out year	COP, Community partners	Staff resources	Out year -- staffing

5c. Foundational Work to Support Future Public and Private Investment In Community Assets And A Stronger Tax Base.

	Effort	Status	Priority	Timeline	Team	Constraints	Notes
Goal 1: Economic Development							
Review Economic Opp Assessment	Low	In-progress	A	April 2025	CC, CM		
Build Economic Development Plan	Med	Not started	B	2026	CC, CM, TARC, TPAC		Possible elements: Downtown focus (lot clean-up, support rebuilding), new UR district, implement destination plan, roundtables with commercial property owners and developers; promotion of historic district.
Goal 2: Invest in Public Assets							
Town Hall rehabilitation and use master plan	Med	In-progress	A	Fall 2025	CM, FD, Consultant	Funding	Includes fund-raising plan. Goal for 2026?
Chuck Roberts Park Redevelopment – including new tennis/pickle courts	High	Not started	B	Outyear	PW, contractor	Need funding	
Resurface skate park	Low	In progress	A	Summer 2025	PW, contractor		Funded
Install public murals downtown	High	Not started	B	Out year	PW, TPAC	Need funding plan	
Update historic buildings map	Medium	Not started	B	TBD	CDD, TARC		TARC project
Explore new/private parks funding approaches	Medium	In progress	A	FY 25-26	CM, TPC		

Key	
COP	Chief of Police
PWD	Public Works Director
CM	City Manager
FD	Finance Director
CR	City Recorder
AC	City Attorney
CD	Community Development