



**CORVALLIS
CITY COUNCIL WORK SESSION**

**January 14, 2014
7:00 pm**

**Madison Avenue Meeting Room
500 SW Madison Avenue**

COUNCIL ACTION

I. ROLL CALL

II. UNFINISHED BUSINESS

- A. Progress toward achieving the 2020 Vision
- B. Scheduling Council Work Sessions and Special Meetings

III. ADJOURNMENT

For the hearing impaired, a sign language interpreter can be provided with 48 hours' notice prior to the meeting. Please call 541-766-6901 or the Oregon Communications Relay Service at 7-1-1 to arrange for TTY services. A large print agenda can be available by calling 541-766-6901.

A Community That Honors Diversity

To: City Council

December 5, 2013

From: Dan Brown

Subject: DISCUSSION OF VISION 2020

Why does Corvallis have a Vision Statement?

My biggest concern about vision 2020 is that we have not used it effectively in the sense of continuous improvement. The document itself is dedicated to benchmarks and monitoring

*Livability is specifically measured by **benchmarks** that are regularly updated by the citizens. Corvallis evaluates its livability on a regular basis through surveys and forums.*

*We envision that in 2020 Corvallis will be...a highly livable city which employs local **benchmarks** to measure its progress in areas such as: housing, economic vitality, educational quality, environmental quality, and overall quality of life;*

*Corvallis is a community where all pollution types (including noise, visual, air, water, odor and chemical pollution) are carefully **monitored** . . .*

*The city collaborates with other local governments in a process to create and regularly update the **benchmarks** for common community concerns . . .*

In my opinion, we have not delivered on this part of the vision. The results are, first, that we have not yet learned from the *Vision 2020* experience, and second, that no one can objectively and completely explain today how well we are doing according to the vision we expressed 15 years ago.

Assumptions about Status Quo

Vision 2020 was based on assumptions about the *status quo* in 1997. In my opinion, the most significant was that Corvallis would continue to have a stable and adequate funding base to fulfill its vision. HP provided a third of the local property tax revenue to bolster the contributions of residential tax payers. Ballot measures 5/47/50 had not taken effect. Local funding for schools provided desirable school budgets for 509J. *Vision 2020* does not foresee the City's current budget situation.

The city had coexisted with Oregon State University for over 100 years. In 1997 OSU was still a small university of 15,000 students with an ag school reputation. OSU had a land grant tradition; this made it different from most universities in terms of mission, notably in terms of delivering services directly to the immediate community. OSU has bigger aspirations now. It is now a top research university ($\approx 70^{\text{th}}$ in the nation) and one of only a few institutions to have been appointed the unique status of a land, sea, sun and space grant university. For years, OSU had suffered a noncompetitive football team and athletic facilities; as a result it had lower visibility in the popular press.

Vision 2020 asks the question, *Who lives in Corvallis?*, but never answers that question. The *status quo* in 1997 assumed that the same kinds of people would live here and the historical population trends would continue. The increase in college students as a proportion of the population was not envisioned. The *Comprehensive Plan* from the same era assumed that rental housing would remain affordable compared to the rest of the state and that the proportion of owner occupied homes would increase.

People writing *Vision 2020* and the *Comprehensive Plan* had recent experience working with the *Statewide Goals*. The *West Corvallis/North Philomath Plan*, the *South Corvallis Refinement Plan* are mentioned specifically. They assumed that this type of planning would continue and would “*help insure that incremental development would create the kind of places the community desires*.” This type of planning has not kept up with our needs. I wonder how many of our current Councilors can explain The *West Corvallis/North Philomath Plan* today or know what specific plans are in place for every ward in the city.

Enhancing Community Livability

City correspondence reminds us that we are “Enhancing Community Livability.” For those who might wonder what that means, *Vision 2020* provides a useful definition:

Livability is of primary concern for maintaining healthy neighborhoods. Corvallis residents determine livability by the quality of the schools, the safety and security of citizens and their property, an accessible and reasonably priced health care system, diverse and attractive neighborhoods, environmental cleanliness, sustainability, opportunities for continuing education, a healthy economy that provides choices of goods and services, quality employment opportunities, and visual and physical access to open space.