

# EARLY BIRD WEEKLY



[NewbergRotaryEarlybirds.org](http://NewbergRotaryEarlybirds.org)

February 2, 2023

Last week was the City of Newberg by City Manager, Will Worthey, and Mayor Bill Rosacker.

2022 began as a sort of dumpster fire for the City of Newberg recovering from managerial incompetence and staff morale in the tank.

"We had to get our house in order," says Worthey, "before working effectively for the residents. The staff had to clean things up. So that's exactly what we did."

A tour of the city, its leaders and residents, resulted in an entire ethics overhaul.

They approached community groups (like Rotary) to explain how City funds work while introducing several reforms.

In that process several poorly performing or unnecessary staff were separated from the City.

The many things accomplished in 2022 include an Ethics overhaul, a new STRIVE policy, a new Council calendar process, and a meaningful City Manager Report cycle with accumulation of data.

We now have a Uniform Hiring Policy to minimize the possibility of corruption in hiring and avoiding costly legal actions.

We now have an operationalized (that's Sort for make work right) graphics guidelines.

Operation Paperclip put personnel files into a secure drive for redundancy making HR and managerial access faster and more productive and reduces the occurrence of hiring malfeasance.

An updated, and legally reviewed, purchasing policy was established for an IT Hardware Lifecycle Plan.

The City now, for the first time, has a modern collaboration platform and functional intranet running SharePoint and Teams. [editorial comment; I normally just tolerate Microsoft but have come to love Teams]. The City also modernized its AP and Payroll as well as cybersecurity. Most cities take up to three years to deploy these process improvements. Worthey and crew got it done in eight months.

Not-quite-done? The new emergency response management plan is 80% complete with only the indices remaining.

Grant and policy process, to formally ensure that Finance and Legal are on the same page when obtaining grant reviews and other binding contracts, is 98% complete and stress testing software now.

An Employee Handbook, a re-work from the previous multiple generation photocopy/cut/paste, is 90% complete when viewed under the STRIVE lens.

STRIVE, by the way, stands for Service, Teamwork, Responsibility, Integrity, Value, and Equity.

Our choice in a new City Manager had been criticized for having no prior experience or formal training to qualify for the position. This manager took the criticism seriously and is paying for his own education and Master's of Public Administration on his own dime.

Rosacker, our newly elected mayor, encourages us all to move "Forward Together,"

Part of the message from the mayor and our City Council is getting the city back to its core mission and "staying in its lane."

Part of that stance includes the socially unpopular stand of stepping back from funding costly social initiatives.

That may sound politically self-serving but it's the County that is federally funded to fight homelessness and similar social challenges. The city is strictly out of pocket for these efforts and its primary responsibility is to its customers ... the residents' taxes funding the City's existence.

Moving on to SDCs. System Development Charges add to the City's ledger supporting laying of new pipe and road construction. These funds may not be used for maintenance or repair.

Some of the City's goals still in development include creating and maintaining a higher level of customer service. Such as improvements in planning and building and developing a less clumsy process for issuance of building permits.

Another is identifying industrial land, beyond the Mill Site, and attract family wage employers. Then bring that land into the urban growth boundary to zone as light manufacturing and remove barriers to "clean" industrial employers.

Ensure that Newberg's infrastructure, like roads and water, is in good repair and supply.

To regularly review capital improvement projects with focus on road and sidewalk improvements in District 3 (roughly Hoover Park to Valley View Memorial Cemetery).

Examine increasing downtown parking on

eastbound 99W.

Ensure the City's long term financial plan supports its goals and objectives.

Improve transparency to build trust with residents and that information shared in council meetings is clear and relevant.



Expand outreach for city events and involvement with city businesses.

Finally, work to get the City out of debt and reduce municipal costs to residents and lower water bills and SDC fees. Reduce cost of managerial overhead and make it easier for businesses to do business with the City.

Q: What about adding revenue from citation cameras?

A: The city is fighting with ODOT on submission format issues. But it's more about vehicular safety than revenue generation and the crash data supports that notion. "I see wingnuts tearing through town constantly," says Worthey.

Q: Can we get rid of all the acronyms?

A: That one got a smile and a nod. As our former Library Director, Will understands the importance of clear communication.