



Staff Report

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Date: 3/25/2024
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TO: Mayor and City Council
THROUGH: City Council Board and Commission Appointments Committee
FROM: Keith Stahley, City Manager

SUBJECT:

Revenue Task Force status update.

Ward(s): All Wards
Councilor(s): All Councilors
Neighborhood(s): All Neighborhoods
Result Area(s): Good Governance.

SUMMARY:

On January 22, 2024, the Salem City Council approved the slate of 25 members and two alternates for the Revenue Task Force. The Task Force will meet seven times; consider feedback from eight focus groups, three town halls, and a statistically valid poll; and deliberate on recommendations to the City Council concerning revenue options to support City services funded by the General Fund. Recommendations will be presented to the City Council in a Work Session on July 15, 2024.

ISSUE:

Receive an information update and progress report on the Revenue Task Force.

RECOMMENDATION:

Information only.

FACTS AND FINDINGS:

At their December 11, 2023 meeting, the Salem City Council approved a charter and a budget for the Revenue Task Force. The purpose of the Revenue Task Force is to explore new, additional revenue sources and adjustment to fees to sustain those services that do not have a dedicated revenue stream. The Task Force’s work will be carried out in parallel with the work of the Budget Committee and City Council as they consider amendments to the 2024 adopted budget and formulate the

proposed 2025 budget based on revised revenue projections.

On February 26, 2024, City Council received an update on Task Force activities from the group's first and second meetings, as well as a staff briefing to the Latino Business Alliance membership in February. In April, staff have been invited to an East Salem Rotary meeting and the West Salem Neighborhood Association to speak on the same topic.

Task Force: Third Meeting. On March 8, 2024, the pre-read packet and agenda for the Task Force's March 18, 2024 meeting were released, with the goal of discussing a decision-making framework and revenue options. At the City Council meeting, our verbal update will include outcomes from this Task Force meeting. These materials are available on the City's the [2024 Revenue Task Force web page <https://www.cityofsalem.net/government/boards-commissions/other-advisory-groups/2024-revenue-task-force>](https://www.cityofsalem.net/government/boards-commissions/other-advisory-groups/2024-revenue-task-force).

Focus Groups. A focus group is a research method used to gather qualitative data about a specific topic or issue to help inform future work. Unlike a public meeting, it is not typically open to the general public because it is designed to gather nuanced and detailed feedback from a specific group of individuals. A focus group was held for each ward between February 26 and March 7. There was an open application process and 101 community members were invited to participate. A detailed summary of discussion themes will be presented at the in-person update at the March 25, 2024 City Council meeting.

Survey. During the first week of April, through a statistically valid poll, DHM will gauge awareness of revenue need and possible revenue options. This input will be shared with the Revenue Task Force in May.

Town Halls. Also in April, three town halls will provide more feedback to the Task Force on key issues and options being considered. Save the dates for the following community conversations:

- April 10, 6:30-8:30 pm in South Salem at Baxter Hill Community Hall, 1780 Baxter Road SE.
- April 16, 6:30-8:30 pm in a virtual conversation. Sign up to participate in this virtual meeting will be available soon.
- April 23, 6:30-8:30 pm in North Salem at Center 50+, 2615 Portland Road NE

A team of staff, Moss Adams, Parachute Strategies, and DHM will support the Task Force with facilitation, community engagement and surveying, revenue analysis, and project management. Findings from community outreach and engagement will inform Task Force decision making at key milestones. Additional status reports to Council are anticipated on a monthly basis, with a Work Session devoted to the Task Force recommendations on July 15, 2024.

BACKGROUND:

In 2023, the City Council held multiple work sessions on continuing General Fund services and forming a Revenue Task Force. On November 27, 2023, Salem City Council formed a Revenue Task

Force. At their December 11, 2023, City Council approved the Revenue Task Force Charter and discussed membership selection process and timeline. On January 22, 2024, Salem City Council approved the slate of 25 members and two alternates for the Revenue Task Force. Additional status reports to Council are anticipated on a monthly basis, with a Work Session devoted to the Task Force recommendations on July 15, 2024. Additional information regarding the timeline and key dates will be presented at the City Council meeting.

Courtney Knox Busch
Chief Strategy Officer

Attachments:
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