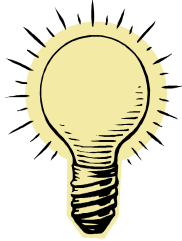


SMALL CITIES FLASH REPORT!



A RESOURCE TO HELP SMALL
CITIES & RURAL COMMUNITIES
SHARE IDEAS, CONCEPTS
AND SOLUTIONS TO PROBLEMS

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SPECIAL OREGON EDITION

This edition of The Flash Report is specifically designed for Oregon communities. These ideas are for your use, sharing and exploration. This is the time for innovative risk taking in your community. **You must change what you are doing!**



1. SAVING MONEY: Here are some ways that you can save money while at the same time, preserving important public services. You must think differently and in new ways in order to enhance the trust and faith of your community. Continuing to do the same things you have always done will not get you or your community where it wants and needs to be. Remember, the issue is not balancing the budget but **creating an economically viable community....**

A. **Contract out your personnel functions** to a professional employee organization (PEO). A PEO can handle your entire payroll, insurance, state and federal reports and you will probably save money in the process. To find out more, here is a PEO to check with: www.human-capital.com

B. **Share the cost** of administrators, planners, equipment purchases, buildings, health insurance programs, purchasing and other operating costs with your local school district and other jurisdictions.

C. **Consolidate** services with the neighboring town or jurisdiction.

D. **Create non-profit organizations** to provide services in your community.

E. **Look into the alternatives** to building a new and bigger sewer treatment plant. Sure, you could build it! You may want to avoid asking your citizens for another bond, or telling them that you are raising the sewer rates to pay for an expansion of the plant. You may not even want to tell

your citizens what it will cost to hook up to the new system. Check out www.fivestarenviro.com to find an alternative.

And, be aware that Oregon DEQ established new rules recently that will allow for the use of other alternatives that will be less costly than a new sewer plant or expanding the existing plant. If you want to save money and do not want to add to the community's ongoing O&M costs, then you need to look for alternatives-and they are out there!

The package plant shown on the Five Star Environmental web page can reduce the cost of the sewer business and allow you to save on treated water uses also. What comes out of the Five Star Package Plant is potable water that can be used to recharge your aquifer, irrigate lawns and shrubs or create engineered wetlands.

It is okay if you want to build a big new plant, raise sewer costs for your citizens and take on more community debt. Just do not let yourself be blindsided by anyone who may know there are other more cost effective solutions available.

F. Why engineer a huge project to separate sewer flows from storm water? You can buy an Oregon product created by Full Circle Ag that fits into each storm drain, is very effective, easy to maintain and use and you can do it right now! It does not make sense for you to install very expensive solutions to storm drain problems when you can purchase an environmentally safe, less expensive solution that is actually manufactured in Oregon. Contact Full Circle Ag at 503-372-8936 or check it out at www.fullcircleag.com



2. START BANDING TOGETHER: In many small and rural communities, attracting quality staff that can help you solve pressing problems and getting you to economic viability is next to impossible. Now is the time for you to think about sharing the cost of a city administrator or manager with the town down the road. What with computers, cell phones, the internet etc., you can save money by sharing and working together.

In case you haven't noticed, your citizens are not in a mood to pay for things anymore. As community leaders, it is your job to help your community go through the change and do things differently. In small and rural communities, we are close to survival mode. Doing what you have always done, accepting solutions of the past will not enhance your survival as a community.



3. TRY THE MAUPIN APPROACH: Recently, the City of Maupin invited all of their citizens and citizens all over South Wasco County to begin working together to create a stronger more economically viable area. Every citizen was invited; the citizens developed a recommended vision

statement, identified the strategic initiatives to achieve that vision and will be recommending implementation action to the City Council in June.

The citizens came up with the need for community beautification, jobs, civic pride, cultural center and a south county Chamber of Commerce as vital to their very survival. The Mayor of Maupin and his far-sighted City Council now have a volunteer organization geared to help Maupin and South Wasco County be a stronger community. And, by reaching out to others, they have more clout and resources. 4,000 citizens working together in one common direction have more clout than 411 people.

You can find out more by contacting Mayor Dennis Ross at 541-395-2698. He is providing the positive leadership needed in his community and South Wasco County to enhance the economic viability of his region.



4. CHECK OUT THE EASTERN OREGON RURAL ALLIANCE:

Want another good example about what you can do to build your community for long term survival? Look what Judge Laura Pryor and others have done with the Eastern Oregon Rural Alliance.

Judge Pryor has pulled all the governmental jurisdictions in Eastern Oregon into one coordinated effort and partnered that group with key elements of the private sector. Why they even assess themselves a membership fee based on population to help pay for the work that needs to be done.

So far this organization has developed a strategic plan, worked with the state to create an Office of Rural Affairs and, in cooperation with the Pendleton Chamber of Commerce, developed an Eastern Oregon Leadership Institute that is partnering with PSU and the Hatfield School. This program will not only train leaders for Eastern Oregon, participants can even earn graduate and undergraduate credit. The program is open to public, private and non-profit entities. Participants learn a new leadership skill each month then get help with implementation and a day of consultation to re-enforce class work.

For more information, check with the Pendleton Chamber of Commerce. The Leadership Program plans to help five to six other rural communities establish similar efforts so that 500 to 600 individuals are trained every year in the leadership and implementation skills necessary to ensure the survival of Eastern Oregon.



5. GET READY FOR THE NEXT LEGISLATIVE SESSION:

Small and rural communities **MUST** be ready to influence the legislature. Whether you need help from your state or the federal government, having a well thought out and clearly articulated message is a **MUST**. Here are the **steps you must take now to ensure that your message is heard:**

1. Spend time in your community (city, county, school district and businesses) to determine what you need from the next legislative session to help your community.
2. Write down what you want and establish priorities.
3. Meet with your whole community and enroll them in your efforts.
4. Get your local AARP group, local bankers, manufacturers, automobile dealers, agricultural interests and environmentalists together. These are your allies and they are all connected to a state wide organization that might oppose you in Salem. **MAKE THE ISSUES LOCAL AND TIED TO BENEFITTING YOUR COMMUNITY!**



6. THE SCAPPOOSE MODEL: The City of Scappoose has created a leadership institute that trains citizens for leadership in the community. Every community needs to be doing this! For more information, contact the City of Scappoose. This model works!

The stakes are very high! Focus on building a strong, healthy and sustainable community. DO NOT let personal agendas, political philosophies and special interests keep your community from being successful.

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