

City of Dallas

Introduction

In 2013 the City worked with Zenn Associates to develop a comprehensive community visioning plan. The project was called the Dallas 2030 Vision. The Dallas 2030 Vision was created with input from the Mayor, City Council, staff and a number of community stakeholders. The project also included gathering citizens' views through a number of community workshops, online surveys and input from community members at city events.

The City Council officially adopted the Dallas 2030 Vision in January 2014. With the vision in place, we held a City Council retreat February 2014. The City Council and senior management team created strategies that they felt would help the City move towards accomplishing the 2030 Vision. It should be stated that many of the strategies selected as priorities will be ongoing for many years and in fact may never be completely accomplished.

The senior management team is responsible for developing measurable actions that will help accomplish the overarching strategies. As stated above, many of the strategies may never be fully completed, but we can expect many if not all of the measurable actions to be completed. There may be some activities tied to actions that we want to continue from year to year, but we are accomplishing them. A good example of this is our dedication to great customer service. This is an ongoing action that we will always work on.

The information that follows includes the objectives that were set at the retreat and the goals the departments have created to accomplish the Council's objectives. The table below provides information on how the departments are doing on accomplishing the objectives. Goals that have been accomplished have an "X"; goals with an "N" are actively being worked on; and goals with an "O" are scheduled to be worked on in the future.

Community and Identity

Element 1: Dallas is an attractive, friendly...

Strategy - The City will continue to improve the downtown streetscape.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
Additional plants will be added to the rain gardens located in the 800-900 blocks of Main Street	Steve Faxon	Public Works Staff		X				Feb 15
Hanging flower baskets will be placed on light poles and watering drip system installed	Ron Lines	Parks Staff		X				Feb 15
The Urban Renewal District will provide façade and sign grants for building owners and businesses <ul style="list-style-type: none"> - Façade/sign grant program was update and implemented - Façade grant money per building moved from \$4,000 to maximum of \$10,000 	Jason Locke	Staff	X			X		Feb 15
The Urban Renewal District will look for additional capital projects inside the District <ul style="list-style-type: none"> - Two new projects have been identified. Court Street sidewalk project and Mill Street sidewalk project 	Jason Locke	Urban Renewal Advisory Committee			X			Feb 15

Element 2: Dallas maintains its small town culture and affordability...

Strategy - The City will work to market the 2030 Vision.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
The 2015 annual budget will identify projects and activities City departments are working on that help accomplish the 2030 Vision	Department Heads	Staff		X				Feb 15
The Economic Development Commission (EDC) will identify a firm to complete a branding and marketing plan that promotes the Dallas 2030 Vision <ul style="list-style-type: none"> The RFP has been prepared and distributed to perspective firm and individuals 	Jason Locke	EDC and Staff				X		Feb 15
The City will work with a firm to develop a branding and marketing plan based on the Dallas 2030 Vision <ul style="list-style-type: none"> This goal is anticipated to be complete in 2015 	Jason Locke	Staff					N	Feb 15

Element 3: Dallas citizens of all ages are proud of their city and involved...

Strategy - The City will improve the current volunteer program by creating an integrated city volunteer program.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
Human Resources will work with all departments to ensure all volunteer positions are accounted for and all volunteer hours are tracked	Emily Gagner	Staff		X				Feb 15
Human Resources will work with departments that have volunteers to make sure there are up to date job descriptions for all volunteer positions	Emily Gagner	Staff			X			Feb 15
The City will create a job description for a part-time volunteer coordinator and look to hire a qualified person to fill the position <ul style="list-style-type: none"> The job description for the volunteer coordinator is complete and we will look to fill the position in 2015 	Emily Gagner	Staff					N	Feb 15

Element 4: Dallas neighborhoods are safe, friendly and livable places...

Strategy - The City will work on establishing a vacant buildings and nuisance property ordinance.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will draft a best practice building maintenance ordinance for the City Council's consideration	Jason Locke	Staff			X			Feb 15

Element 5: Dallas citizens of all ages are proud of their city and involved in its civic affairs...

Strategy - The City will create and host a citizen leadership academy.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will create a citizen leadership academy curriculum based on best practices <ul style="list-style-type: none"> The research for the citizen leadership academy is complete and the curriculum for the academy will be in place in the 4th quarter 	Ron Foggin	Staff				X		Feb 15
10-15 citizens will be identified and invited to attend citizen leadership academy	Ron Foggin	Department Heads					X	Feb 15

Element 6: Dallas offers a diverse group of programs and activities...

Strategy - The City will promote and expand recreation for youth and adults and provide good quality play complexes and outbuildings.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
The City will continue offering adult recreation and preschool recreation as well as exploring new programs and events	Ron Foggin	Staff					N	Feb 15
The City will apply for State and Federal grants to improve the existing park restrooms in the Dallas City Park <ul style="list-style-type: none"> Ron Lines submitted two grant applications for the restrooms and received both 	Ron Lines	Staff		X				Feb 15

Element 7: Governments and businesses in Dallas work as a team to provide infrastructure...

Strategy - The City will work to fund street repairs as well as a streets maintenance program.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
City will identify consultant to evaluate conditions of all city streets <ul style="list-style-type: none"> • Consultant completed city streets evaluation and provided an engineering estimate to fix all the streets 	Fred Braun	Third Party Consultant, Staff		X				Feb 15
Citizen Streets Committee will provide recommendations for fixing and maintaining city streets <ul style="list-style-type: none"> • Streets Committee made recommendation to the City Council • Streets Committee reviewed the streets evaluation report provided by consultant and final recommendation which will be reported in the 4th quarter 	Jason Locke	Committee, Staff	X			X		Feb 15
City will inform the citizens about the condition of city streets and what is needed to improve them	Ron Foggin	Staff					N	Feb 15

Economy and Jobs

Element 1: Dallas recruits and supports small and medium sized businesses and entrepreneurs...

Strategy - The City will work to promote and attract craft brewing industry and wine industry businesses.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will work with SEDCOR, Business Oregon and other industry organizations to identify and attract craft brewing businesses <ul style="list-style-type: none"> City Manager meets monthly with SEDCOR about attracting craft brewing businesses In the 3rd quarter City Manager talked to a group that is actively looking for space for a craft brewing location in Dallas 	Ron Foggin	Staff					N	Feb 15
City staff will work with and encourage businesses to feature local wines <ul style="list-style-type: none"> Community Development worked hard to get the Pressed Coffee and Wine bar open, which features local wines 	Jason Locke	Staff	X					Feb 15
City administration will help start local events that feature local wines such as wine walks, winery tours and art events that feature local wines <ul style="list-style-type: none"> Met with Marlene Cox who is spearheading a local wine and art event at the end of November If 4th quarter wine and art event is successful, I believe there will be several more in 2015 	Ron Foggin	Chamber of Commerce, Staff, Businesses				X	N	Feb 15

Element 2: Dallas provides outstanding parks...

Strategy - The City will create a parks and recreation master plan.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will identify a consultant that will help the City develop a parks master plan <ul style="list-style-type: none"> City selected the consulting team from the University of Oregon 	Ron Foggin	Staff		X				Feb 15
City will adopt the parks and recreation master plan <ul style="list-style-type: none"> Parks master plan will be complete June 2015 	Ron Foggin	Parks Advisory Board, Staff					N	Feb 15

Element 3: Dallas has an active business climate, including respectful City staff...

Strategy - The City will create a culture of customer service by talking about and promoting customer service at all levels of the City organization.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will provide customer service training for all City employees <ul style="list-style-type: none"> City Manager is currently working with a trainer to establish a dates for customer service training for City employees in the 4th quarter 	Ron Foggin	Third Party Trainer, Staff				X		Feb 15
City administration will look for great customer service and reward it <ul style="list-style-type: none"> Great customer service has been recognized and rewarded and administration will look to continue this goal 	Ron Foggin	Department Heads, Managers	X	X	X	X	N	Feb 15

Element 4: Dallas works with local schools, Chemeketa Community College...

Strategy – The City will look for and provide internship opportunities when possible.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
City Manager will encourage and remind Department Heads to look for internship opportunities <ul style="list-style-type: none"> Library continues the intern program established with Western Oregon University City Manager’s office will hire a Public Administration student intern for the summer Police Department had a summer intern take on several projects 	Ron Foggin	Staff	X	X	X	X	N	Feb 15

Growth and Development

Element 1: Dallas aggressively protects its watershed...

Strategy – City will purchase watershed property with a high priority on obtaining the property around the Mercer Reservoir and the property the reservoir sits on.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
The City will hire a property appraiser to establish the value of the watershed property around the reservoir	Fred Braun	Appraisal Company, Staff		X				Feb 15
The City will use the completed property appraisal to make an offer on 300 acres of watershed property <ul style="list-style-type: none"> An offer for watershed property was submitted by the City and is awaiting approval by the property owners 	Fred Braun	Staff				X		Feb 15

Element 2: Dallas has a proactive comprehensive plan...

Strategy - The City will update the comprehensive plan.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
Community Development will work with the Planning Commission to develop an updated comprehensive plan. The plan will be completed in three phases over a three year period <ul style="list-style-type: none"> Staff has started working on phase 1 of the comprehensive plan and phase 1 should be complete in 2015 	Jason Locke	Staff					N	Feb 15

Element 3: Dallas provides outstanding parks...

Strategy - The City will continue to look for funding to complete sections of the Rickreall Creek Trail System.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will explore Federal and State grant opportunities that will help the City complete additional sections of the trail <ul style="list-style-type: none"> City working on trail grant for 2015 	Ron Lines	Staff					N	Feb 15

Element 4: Dallas has a proactive comprehensive plan...

Strategy - The City will improve communication and transparency with the community.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2015	
City administration will manage the information on the website and make sure information is accurate and up to date	Ron Foggin	Staff	X	X	X	X	N	Feb 15
City will continue to use Facebook to keep followers informed	Emily Gagner	Staff	X	X	X	X	N	Feb 15
City administration will develop a smart phone app that will give citizens quick accesses to the most accessed website information	Ron Foggin	Staff			X			Feb 15

Element 5: Dallas aggressively protects its watershed, water sources and water quality, expanding capacity to accommodate future population growth.

Strategy – The City will update its long range plan for potable water sources.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
The City will update the long range plan for secondary potable water sources	Fred Braun	Third Party Consultant and Staff					O	Feb 15
The City will examine the timing for the next aquifer storage and recovery (ASR) well <ul style="list-style-type: none"> With more State low interest financing available the City is currently looking to apply for funds that will build a 2nd ASR well 	Fred Braun	Staff					N	Feb 15

Health and Safety

Element 1: Dallas has comprehensive medical services...

The City will develop a strategic plan for fire training.

Strategy – The City will develop a strategic plan for fire training.								
Action	Assignment	Resource	Time (Quarter/Year)					Date
			1st	2nd	3rd	4th	2015	
The Fire Department will hire a qualified employee to provide fire training	Chief Hertel	Staff			X			Feb 15
The Fire Department will develop a strategic plan for fire training <ul style="list-style-type: none"> The fire training officer is currently working a training strategic plan that should be in place by the 4th quarter 	Chief Hertel	Staff					N	Feb 15

Element 2: The City of Dallas has state-of-the-art police, fire and medical equipment...

Strategy - The Police Department will put AEDs in all patrol cars.								
Action	Assignment	Resource	Time (Quarter/Year)					Dallas
			1st	2nd	3rd	4th	2015	
The Police Department will put AEDs in all patrol cars over the next two years <ul style="list-style-type: none"> Half the patrol vehicles have been equipped with AEDs and the other half will be equipped in 2015 	Chief Simpson	Staff			X		O	Feb 15