

OUR COMMUNITY AND IDENTITY

Element 1.a.: Dallas is an attractive, friendly community in a beautiful setting, including a vibrant downtown, revitalized historic core, & outstanding quality of life.

Strategy - Continue to improve the downtown streetscape								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Flower baskets are hung and watered so they look beautiful all summer	Ron Lines	Staff support		X				May 2015
Continue façade grant program	Jason Locke	Staff support	X	O	O	O	O	On Going
Complete Mill Street sidewalk improvements	Jason Locke	Eng. support		O				
Complete Court Street sidewalk improvements	Jason Locke	Engineering support		O				
Continue rain garden maintenance	Steve Faxon	PW support	X	O	O	O	O	On Going
Street tree maintenance	Steve Faxon	PW support			O			

Element 1.c.: Dallas is a visitor destination that celebrates its rural location, beautiful setting, agricultural heritage, and natural resources.

Strategy - Continue to participate in the Rural Tourism Program								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Maintain membership and attendance	Suzanne Dufner	Ron Foggin	X	O	O	O	O	On Going

Element 1.d.: Dallas maintains its small town culture & affordability while offering key amenities and attractions of a larger city, including a range of dining & shopping...

Strategy - Work to market the 2030 Vision								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Community stakeholder meetings to help move their participation forward	Ron Foggin	Senior Mgmt Team			O			
Monthly e-promotion	Senior Mgmt Team			X	O	O	O	On Going
Internal vision promotion	Senior Mgmt Team		X	O	O	O	O	On Going
Place 2030 Vision logo on project signage as appropriate	Senior Mgmt Team			X	O	O	O	On Going
Place 2030 Vision logo on new equipment as appropriate	Senior Mgmt Team	Jeremy Teal		X	O	O	O	On Going

Element 1.e.: Government and businesses work as a team to provide infrastructure and economic opportunities that support good jobs and growing families.

Strategy - Work to fund street repairs and a street maintenance program								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Work with consultant on marketing and education	Ron Foggin	Senior Mgmt Team	X	O	O	O	O	On Going
Educational information on streets provided several times per month	Senior Mgmt Team		X	O	O	O	O	On Going
Street condition score signs	Jason Locke	Staff support		O				

Element 1.f.: Dallas citizens of all ages are proud of their city and involved in its civic affairs, engaged in important community issues & invested in their city's future.

Strategy - Improve current volunteer program by creating an integrated city volunteer program

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Post volunteer job descriptions on City website	Emily Gagner							
Actively recruit volunteers throughout the year	Emily Gagner							

Strategy - Enhance the citizen academy

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Develop a youth citizen academy	Senior Mgmt Team						0	
Host annual academy alumni event	Senior Mgmt Team						0	

Strategy - Continue to improve transparency in providing financial information

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
3 rd party provider to help present monthly financial information on the website	Ron Foggin & Cecilia Ward				0			
Enhance the citizen budget	Cecilia Ward			0				
More financial information provided	Cecilia Ward	Senior Mgmt Team			0			

Element 1.f.: Dallas citizens of all ages are proud of their city and involved in its civic affairs, engaged in important community issues & invested in their city's future (cont.)

Strategy - Identify and implement citizen engagement best practices

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Annual community budget presentation	Senior Mgmt Team			O				
“Chat with a Department Head” events	Senior Mgmt Team			X	O	O	O	On Going
Door-to-door visits	Senior Mgmt Team				O			
“Conversation with the Mayor” events	Mayor Dalton							
Annual town hall meeting	Council	Senior Mgmt Team						
Continue annual Department Expo	Senior Mgmt Team			O				May 2015
Utilize social media to help residents better understand how to communicate with the city	Senior Mgmt Team		X	O	O	O	O	On Going

Element 1.j.: Dallas citizens celebrate their community, their city, and its history with arts and cultural events and activities.

Strategy - Encourage and enhance public art opportunities.								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Develop Public Art Policy	Emily Gagner	Ron Foggin, Mark Johnson			O			
Continue art in the library program	Mark Johnson			X	O	O	O	On Going
Host storytelling festival	Mark Johnson	Staff support			O			
Encourage community and staff to attend Bounty Market performances & Sounds of Summer	Senior Mgmt Team	Visitors Center		O	O	O		

Element 1.k.: Dallas neighborhoods are clean, safe, friendly and livable places.

Strategy - Maintain and enhance code services .								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Continue to improve reporting standards	Tom Simpson			X	O			
Improve inter-departmental cooperation and communication	Senior Mgmt Team			X	O	O	O	On Going
Improve community awareness	Senior Mgmt Team				O			

Strategy - Maintain and enhance street sweeper program.								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Explore use of social media to improve sweeper program	Emily & Jason				O			

OUR ECONOMY AND JOBS

Element 2.a.: Dallas has an active business climate, including professional City staff, supportive regulations, community-minded bankers, essential infrastructure, and available land for commercial & industrial development.

Strategy - Continue 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	2016	
Continue to provide information and encouragement to employees at meetings and in correspondence	Senior Mgmt Team		X	O	O	O	O	On Going
Add customer service training requirement to staff meetings	Senior Mgmt Team						O	
Ensure hiring questions focus on customer service skills	Emily Gagner	Senior Mgmt Team	X	O	O	O	O	On Going
Follow-ups with people to whom we provide service	Senior Mgmt Team				O			

Strategy - Explore options for a business registration program for all businesses in the community

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Develop program	Jason Locke	Staff support			O			

Element 2.b.: Dallas has a creative investment environment that supports business & economic development & the creation of jobs that provide a full range of incomes.

Strategy - Economic Development Commission (E DC) to provide guidance and support for economic development strategies

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Through update of Economic Development Strategy	EDC	Jason Locke			0			

Strategy - Update Economic Development Strategy

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Update	EDC	Staff support				0		

Element 2.d.: Dallas works w/local schools, Chemeketa Community College, and workforce training and development organizations to provide an exceptionally well-trained workforce with high quality skills.

Strategy - The City will continue to look for and provide internship opportunities when possible .

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Ongoing	Senior Mgmt Team		X	X	0	0	0	On Going

Strategy - Develop partnerships with educational and training institutions to assist potential employer s with workforce development.

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Continue to work with SEDCOR and Dallas High School to improve career technical training opportunities	Jason Locke and Ron Foggin				0			

Element 2.e.: Dallas recruits and supports small- and medium-sized businesses and entrepreneurs, focusing on incubation of new types of businesses (e.g., film, craft brewing, etc.)

Strategy - 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	2016	
Highlight our infrastructure and how it supports craft brewing and wine businesses	Fred Braun	Emily Gagner & Jeremy Teal			O			
Target marketing for wine and craft brewing	Jason Locke				O			
Continued communication with local wine makers	Ron Foggin	Chamber of Commerce		O				

Element 2.h.: Dallas has a strong identity and marketing strategy to attract & retain workers that balance the community's income demographics.

Strategy - Enhance and maintain an active and current online profile								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Website redesign to ensure optimum accessibility	Senior Mgmt Team				O			
Ensure website information is current and meaningful	Senior Mgmt Team			X	O	O	O	On Going
Continue to look for ways to promote ourselves in a positive light	Senior Mgmt Team		X	O	O	O	O	On Going

OUR GROWTH AND DEVELOPMENT

Element 4.a.: Dallas has a proactive comprehensive plan that prioritizes the city’s future growth and development, preserves its small town identity, and enhances its quality of life.

Strategy - Update the comprehensive plan

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Ongoing	Jason Locke							

Strategy - Improve communication and transparency with the community

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Repeat (see 1.f.)								

Strategy - Continue to update transportation system plan for new development, city expansion, and safety issues

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Update capital projects list	Fred Braun				○			
Review and update transportation SDCs	Fred Braun and Jason Locke				○			

Element 4.b.: Dallas’s new industrial and commercial development supports the city’s growth & economic advancement, resulting in new businesses and jobs.

Strategy - Integrate new industrial and commercial development with the city’s economic development strategy (e.g., incorporating target industries, such as wine)

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Repeat (see 2.b.)	EDC							

Element 4.c.: Dallas plans for a full range of housing options to accommodate a growing population's needs.

Strategy - Encourage redevelopment of upper stories in downtown buildings for housing use (e.g., condos and apartments)

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Planning Department will encourage and support live-work space as well as upper story redevelopment	Jason Locke	Staff support		X	O	O	O	On Going

Element 4.e.: Dallas has upgraded & modernized its utilities & infrastructure to support community & economic development, including broadband & wireless access.

Strategy - Continue to develop asset management plans for infrastructure updates and improvements

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Continue 5-year capital planning	Senior Mgmt Team		X	O	O	O	O	On Going
Continue inventory and condition assessments for all infrastructure	Fred Braun			X	O	O	O	On Going
Maintain 20-year capital facilities plan	Senior Mgmt Team			X				April 2015

Strategy - Continue storm and sewer master plans

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Update sewer master plan	Fred Braun				O			
Adopt storm master plan	Council	Fred Braun & Ron Foggin		O				

Element 4.g.: Dallas provides outstanding parks and recreational facilities while protecting its natural areas as the community grows & expands.

Strategy - Continue to expand parks and trails

Action	Assignment	Resource	Time(Quarter/Year)	Date
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			1 st	2 nd	3 rd	4 th	2016	
Repeat (see 1.g.)								

Strategy - Continue to look for funding to complete sections of the RCTS								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Staff will continue to pursue grants as they become available	Ron Lines			X	O	O	O	On Going

Strategy - Maintain and enhance bike route system								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Staff will look for opportunities to add to the bike route system	Fred Braun		X	O	O	O	O	On Going

Element 4.h.: Dallas aggressively protects its watershed, water sources and water quality, expanding capacity to accommodate future population growth.

Strategy - Purchase watershed property with a high priority on obtaining the property around and under Mercer Reservoir

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Ongoing	Ron Foggin, Fred Braun, Lane Shetterly			O	O			

Strategy - Update the City 's long-range plan for potable water sources

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Scheduled for 2017 and budget	Fred Braun							

Strategy - Continue to develop an ASR plan

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Secure permanent license for the existing ASR	Fred Braun				O			

Strategy - Identify and acquire land or rights for potential ASR

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Addressed in Water Master Plan updates	Fred Braun							

OUR HEALTH AND SAFETY

Element 5.a.: Dallas has comprehensive medical services that meet the needs of its growing population, including local primary care physicians, medical professionals, emergency medical services, and urgent care.

Strategy - Continue to assist in the development of basic hospital services for the community

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Work with stakeholders	Ron Foggin				O			

Strategy - Provide coordination and assistance with healthcare partners to evaluate community needs and services to provide up-to-date medical services

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Regular communication with Polk County Public Health Director and local hospital's multidisciplinary team to stay abreast of local services, opportunities for collaboration and coordination of in-field, clinical and hospital medical services.	Fred Hertel	Todd Brumfield			O			

Element 5.c.: Dallas has broad access to community-based police, fire, and medical services through enhanced regional cooperation.

Strategy - Expand level of interagency training with local law enforcement partners (Monmouth, Independence, & Polk Co.)

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Develop interagency training programs to reduce costs and enhance cooperation	Tom Simpson				O			

Element 5.d.: The City of Dallas has state-of-the art police, fire, and medical equipment and facilities supporting reliable emergency services.

Strategy - Put AEDs in all police patrol cars

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Budgeted	Tom Simpson				0			

Strategy - Develop performance measurements for appropriate public safety staffing levels

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Investigate & review national, state & local response standards	Fred Hertel				0			
Develop a standards of coverage document for approval	Fred Hertel				0			
Continue to look at performance measurements for police staffing levels	Tom Simpson				0			

Strategy - Conduct an assessment of public safety facility and equipment needs

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Develop replacement schedule for all major equipment & apparatus	Fred Hertel							

Strategy - Plan and develop a joint public safety training facility with Dallas Police, Fire & EMS

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
Capital facilities plan	Senior Mgmt Team						0	

Strategy - Continue to develop a public safety strategic plan; encompassing law enforcement, fire, and EMS

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2016	
3 rd party consultant to develop strategic plan	Fred & Tom						0	