

TOP 8 COUNCIL POLICY PRIORITIES – 2016

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

1. 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	2017	
Educational information on streets provided	Senior Mgmt Team		C					T
Develop a maintenance plan, including funding, for residential streets	Ron Foggin & Fred Braun	Jason Locke						

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

2. Strategy – Purchase watershed property and invest in the water system								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Obtain appraisal (1) and negotiate purchase with property owner (2)	Ron Foggin, Fred Braun,	Lane Shetterly	C (1)	W (2)				
Develop water system capital maintenance project list based on condition assessment	Fred Braun			W				
Develop watershed mgmt. plan for acquired land adjacent to reservoir	Fred Braun							T

Key: C=Completed; W=Work in progress; T=targeted to begin

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

3. Strategy – Continue to develop a public safety strategic plan; plan and develop a joint public safety training facility

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
3 rd party consultant to develop strategic plan	Chief Hertel Chief Simpson			C				
Capital facilities plan	Senior Mgmt Team			C				On Going
Identify needs for types of training for each department	Chief Hertel Chief Simpson			W				

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

4. 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	2017	
Continue to update Economic Development Strategy accounting for opportunities and circumstances	EDC	Jason Locke					T	On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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

5. Strategy – Continue to develop asset management plans for infrastructure updates and improvements								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Continue 5-year capital planning	Senior Mgmt Team			C				April 2015
Maintain 20-year capital facilities plan	Senior Mgmt Team			C				April 2015
Maintain pavement management system and conduct condition assessments every 5 years	Fred Braun							Aug. 2014
Revise water master plan and include condition assessment of WTP	Fred Braun						T	
2014 WWTF condition assessment by OMI – update every 10 years	Fred Braun							2014
Complete inventory of water distribution system	Fred Braun					T		
Develop condition assessment of water distribution system and prioritize maintenance projects					T			
Develop condition assessment of stormwater system and prioritize maintenance projects				W				
Keep up-to-date inventories of roadway, water, wastewater, and stormwater assets	Fred Braun			W				

Key: C=Completed; W=Work in progress; T=targeted to begin

Element 1.g.: Dallas offers numerous programs & activities that serve all age groups

6. Strategy – Expand the Rickreall Creek Trail								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Continue to expand the Rickreall Creek Trail System	Eric Totten	Staff support			T			On Going
Work with developers and property owners to acquire additional trail and park space	Jason Locke			W				On Going
Develop plans for the Ash Creek Trail System with a connection to the RCTS	Eric Totten	Engineering & 3 rd Party					T	

Element 1.g.: Dallas offers numerous programs & activities that serve all age groups

7. Strategy – Promote and expand recreation for youth & adults and provide good quality play complexes, parks, and outbuildings								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Add amenities to parks that encourage more outdoor activity for all ages	Eric Totten	Park Adv Board		W				On Going
Work with developers/property owners to acquire add'l park space	Jason Locke			W				On Going
Expand adult recreation and tournaments	David Brautigam			W				On Going
Add recreational opportunities for youth 14 – 18 years of age.	David Brautigam					T		

Key: C=Completed; W=Work in progress; T=targeted to begin

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.)

8. Strategy – Work to promote and attract craft brewing industry and wine industry businesses

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Highlight our infrastructure and how it supports craft brewing and wine businesses	Fred Braun	Emily Gagner & Jeremy Teal			T			On Going
Target marketing for wine and craft brewing	Jason Locke			W				On Going
Continued communication with local wine makers about expanding their businesses in Dallas	Ron Foggin	Chamber of Commerce		W				On Going
Develop infrastructure technical information for marketing	Fred Braun	Jeremy Teal	C					

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Continue façade grant program	Jason Locke	Staff support		W				On Going
Complete Jefferson Street sidewalk improvements	Jason Locke	Eng. support		W			T	
New on-street parking plan for Church Street	Fred Braun	Jason Locke		W				
Work with the DDA to improve downtown	Jason Locke			W				On Going

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
			1st	2nd	3rd	4th	2017	
Maintain membership and attendance	Suzanne Dufner	Ron Foggin		W				On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Community stakeholder meetings to help move their participation forward	Ron Foggin	Senior Mgmt Team			T			
Monthly e-promotion	Senior Mgmt Team			W				On Going
Internal vision promotion	Senior Mgmt Team			W				On Going
Place 2030 Vision logo on project signage and equipment as appropriate	Senior Mgmt Team			W				On Going
Look for new opportunities to market 2030 Vision	Senior Mgmt Team	Jeremy Teal			T			On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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	2017	
Actively recruit volunteers throughout the year	Emily Gagner			W				On Going
Hold a volunteer recognition event	Sr Mgmt Team					T		

Strategy – Enhance the citizen academy

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Develop a youth citizen academy	Senior Mgmt Team				T			
Host annual academy alumni event	Senior Mgmt Team				T			
Provide a tour of facilities	Senior Mgmt Team				T			
Involve front line employees when possible in information presented	Senior Mgmt Team				T			

Strategy – Continue to improve transparency in providing financial information

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Enhance the citizen budget	Cecilia Ward			W				
Provide more financial information on the website	Cecilia Ward	Senior Mgmt Team	C		T			On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Annual community budget presentation	Senior Mgmt Team				T			
“Chat with City Departments” events	Senior Mgmt Team				T			
Door-to-door visits	Senior Mgmt Team				T			
Continue annual Department Expo	Senior Mgmt Team			C				On Going
Utilize social media to help residents better understand how to communicate with the city	Senior Mgmt Team			W				On Going
Rumor Page on City website	Senior Mgmt Team			C				
Weekly community update	Ron Foggin	Senior Mgmt Team			T			

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Develop Public Art Policy	Emily Gagner	Ron & Mark				T		
Encourage community/staff to attend Bounty Market & Sounds of Summer	Senior Mgmt Team	Visitors Center		W				On Going
Continue and grow storytelling festival	Mark Johnson	Staff support			T			
Assist Art Assn to develop an art & wine event	Ron Foggin	Staff support & Art Assn			T			

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
			1st	2nd	3rd	4th	2017	
Continue to improve reporting standards	Tom Simpson				T			
Improve inter-departmental cooperation and communication	Senior Mgmt Team			W				On Going
Improve community awareness	Senior Mgmt Team			W				

Strategy – Maintain and enhance street sweeper program.								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Explore use of social media to improve sweeper program	Emily & Jason			W				

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Continue to provide information and encouragement to employees at meetings and in correspondence	Senior Mgmt Team			W				On Going
Add customer service training requirement to staff meetings	Senior Mgmt Team			W				On Going
Ensure hiring questions focus on customer service skills	Emily Gagner	Senior Mgmt Team	C					On Going
Follow-ups with people to whom we provide service	Senior Mgmt Team			W				On Going

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

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Develop program	Jason Locke	Staff support		W				On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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 (EDC) to provide guidance and support for economic development strategies

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Repeat (see 4.b Top Priority #4)								

Strategy – Update Economic Development Strategy

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
The Economic Development Strategy will be reviewed yearly and updated every two years	Jason Locke	Ron Foggin EDC			T			T

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	2017	
Ongoing	Senior Mgmt Team			W				On Going
Work with LBCC to provide summer internship opportunities at WTP and WWTF	Fred Braun			W				

Key: C=Completed; W=Work in progress; T=targeted to begin

Strategy – Develop partnerships with educational and training institutions to assist potential employers with workforce development.

Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Continue to work with SEDCOR and Dallas High School to improve career technical training opportunities	Jason Locke and Ron Foggin			W				On Going

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	2017	
Ensure website information is current and meaningful	Senior Mgmt Team			W				On Going
Continue to look for ways to promote ourselves in a positive light	Senior Mgmt Team			W				On Going
Look for new social media outlets to expand our audience	Senior Mgmt Team				T			On Going
Expand use of City's YouTube channel	Senior Mgmt Team				T			
Update department personnel photos on website to humanize the staff	Senior Mgmt Team				T			

Key: C=Completed; W=Work in progress; T=targeted to begin

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
			1st	2nd	3rd	4th	2017	
Ongoing	Jason Locke			W				

Strategy – Continue to update transportation system plan (TSP) for new development, city expansion, and safety issues								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Update capital projects list	Fred Braun			W				
Review and update transportation SDCs	Fred Braun and Jason Locke				T			

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
			1st	2nd	3rd	4th	2017	
Planning Department will encourage and support live-work space as well as upper story redevelopment	Jason Locke	Staff support		W				On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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

Strategy – Continue storm and sewer master plans								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1 st	2 nd	3 rd	4 th	2017	
Update sewer master plan	Fred Braun							T
Adopt storm master plan	Council	Fred Braun & Ron Foggin		C				

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
			1 st	2 nd	3 rd	4 th	2017	
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	2017	
Staff will continue to pursue grants as they become available	Eric Totten			W				On Going
Ensure future development includes dedication of land and infrastructure for trail system				W				

Key: C=Completed; W=Work in progress; T=targeted to begin

Strategy – Maintain and enhance bike route system								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Staff will look for opportunities to add to the bike route system	Fred Braun			W				On Going
Construct Godsey Rd improvements, including bike lanes	Fred Braun						T	
Explore opportunities for public input into the development of city bikeways during future TSP update	Fred Braun				T			

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

Strategy – Update the City’s long-range plan for potable water sources								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Include potential water sources and growth projections and needs within the update of the Water Master Plan	Fred Braun				T			

Strategy – Continue to develop an ASR plan, including identifying and acquiring land or rights for additional ASRs								
Action	Assignment	Resource	Time(Quarter/Year)					Date
			1st	2nd	3rd	4th	2017	
Secure permanent license for the existing ASR	Fred Braun			W				
Develop list of add'l sites not adjacent to WTP				W				

Key: C=Completed; W=Work in progress; T=targeted to begin

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	2017	
Work with stakeholders	Ron Foggin				T			

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	2017	
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		W				On Going

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	2017	
Develop interagency training programs to reduce costs and enhance cooperation	Tom Simpson			W				On Going

Key: C=Completed; W=Work in progress; T=targeted to begin

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

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	2017	
Investigate & review national, state & local response standards	Fred Hertel			C				On Going
Develop a standards of coverage document for approval	Fred Hertel			W				
Increase daytime fire & EMS response capabilities	Fred Hertel				T			
Continue to look at performance measurements for police staffing levels	Tom Simpson				T			On Going

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	2017	
Develop replacement schedule for all major equipment & apparatus	Fred Hertel			W				On Going

Key: C=Completed; W=Work in progress; T=targeted to begin