

ONTARIO, OREGON STRATEGIC PLAN

Strand: Desirability									
Goal: We want to make Ontario a place businesses and potential citizens want to call home and have community members proud to already call it home									
Measurements of Success for the Goal									
Strategy 1: Improve cleanliness in Ontario									
Activities	Resources Needed (e.g. cost, equipment)	Timeline			Person/Entity Responsible & Involved	Measureable Outcome/Evidence of Success			
		Short/Long	Start Date	End Date		Description	Present	Target	Complete
Clean streets	Increase sweeps	Short	Jan-19	NA	Jacobs (Street)	Increase number of sweeps to primary routes	3	6	Yes
Provide dumpsters to citizens	Dump passes from Ontario Sanitary	Short	Apr-19	NA	Administration, Ontario Sanitary Service	Work with Ontario Sanitary to provide free dump passes to Ontario citizens on Serve Day			Yes
Increase garbage, cart, and weed cleanup	Ordinance officers	Short	Jan-20	NA	Police	New ordinance officer hired 1/2020	1 officer	2 officers	In progress
Increase code enforcement	Ordinance officers, enforcement strategy, updated job duties	Long	Jul-19	NA	City Council, Administration, Code Enforcement	Job duties have been updated and new ordinance officer hired 1/2020.	1 officer	2 officers	In progress
Strategy 2: Create more things to do									
Activities	Resources Needed (e.g. cost, equipment)	Timeline			Person/Entity Responsible & Involved	Measureable Outcome/Evidence of Success			
		Short/Long	Start Date	End Date		Description	Present	Target	Complete
Finish and open the Splash Park		Short		May-19	Administration, Contractors, Jacobs	Open the Splash Park to the public			Yes
Have more city-sponsored activities	Tater Tot Festival, Airport Appreciation Day	Short	Jan-19	NA	City Council, Administration, Community Partners	Airport Appreciation was successfully held in 2019 and will return in 2020. The Tater Tot Festival is scheduled for September 2021			In progress
Promote the City	Facebook, branding	Short	Jan-19	NA	Administration, Trademark	Facebook followers increased 58% in 2019. The city started its wayfinding/branding project			In progress
Establish and maintain relationship with the Rec District	\$100,000, communication with Rec District Manager	Both	Jul-19	NA	Administration, Recreation District, City Council	The City provided the Rec District with a \$100,000 loan which has been repaid. We want to build an efficient and lasting partnership.	\$100,000 loan given	Repaid 11/2019	In progress
Establish trails and community gathering places	Grants, budget for studies	Long	Jan-19	Summer 2020, 2021, 2022	City Council, Administration, Community Development, Revitalize Ontario, Jacobs	The TVC trail was constructed with a grand opening planned for July; we are working on land acquisition for the river trail; we are working with Trademark for the downtown attraction (grant received)	1 trail	4 trails	In progress

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		Short/Long	Start Date	End Date		Description	Present	Target	Complete
Host a second County Fair	Partnerships, event planning	Long			City Council, Administration, Desert Sage Event Center, Tech companies, Schools (teachers)	Create a second fair which focuses on current trends to attract younger demographics. Include robotics, drones, video gaming, and electronics.			Pending
Expand Moore Park Christmas Activities	Partnerships	Short	Dec-19	NA	City Council, Community partners	A nativity event was held at Moore Park in December 2019. Look at opportunities to make this a place to be throughout the holidays			In progress
Strategy 3: Explore funding opportunities									
Activities	Resources Needed (e.g. cost, equipment)	Timeline			Person/Entity Responsible & Involved	Measurable Outcome/Evidence of Success			
		Short/Long	Start Date	End Date		Description	Present	Target	Complete
Keep our department heads and pay what they are worth	Class and Comp Plan	Short	Jan-19	Jul-19	City Council, Administration, Finance	Create a classification and compensation plan for non-represented employees which reflects more competitive wages with comparable cities			Yes
Increase grant-writing capacity	Grant writers, grant committee	Long	Jan-19	2021	Administration, Finance, Merchant McIntyre	Merchant McIntyre was contracted to increase grant writing capacity. M-M met with department heads to compile wish-list.	\$150,000 in grant funds received in 2019		In progress
Generate visible community improvements	\$60,000 fund in the fiscal year	Long	FY 2021-2022	NA	City Council, Finance	Establish a \$5,000/month fund for community improvements	No established fund	\$5,000 per month	Pending
Hire more detectives		Long	FY 2020-2021	NA	Police	A second detective was hired in May 2020	1 detective	2 detectives	Yes
Set up a public safety equipment fund	Funding	Long		NA	Police, Fire, Code Enforcement, Finance	Chief Romero is working to establish a foundation to help funding			In progress
Keep safety employees safe and equipped	Vests, ballistic shields, (have Chief add)	Long			Police, Fire, Code Enforcement	Chief Romero is applying to receive equipment from a surplus program			In progress