

ONTARIO, OREGON STRATEGIC PLAN

Strand: Beautification									
Goal: We live in the beautiful treasure valley and want to add to the beauty by keeping our city clean and filling it with art and culture.									
Measurements of Success for the Goal									
Strategy 1: Bring more art and culture to 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
Install wrap art on utility boxes	Artists, partnerships	Short	Jul-19	NA	Revitalize Ontario	Revitalize is holding a contest for artists to submit artwork to cover utility boxes. The project is funded through donations made to Revitalize.	0 covered boxes	8 covered boxes in 2020	In progress
Create more murals	Artists, partnerships	Short	Jul-19	NA	Treasure Valley Cannabis Company	Treasure Valley Cannabis Company presented on 12/17/2019 on the murals they painted in downtown. They want to continue creating murals.			In progress
Create a "Freak Alley" type of event	Artists, partnerships	Long			Treasure Valley Cannabis Company	Treasure Valley Cannabis Company presented on 12/17/2019 on the murals they painted in downtown. They want to continue creating murals. Councilor Rodriguez is following up.			In progress
Enhance our gateway		Long	Jul-19		Administration, Revitalize Ontario	Revitalize Ontario is fundraising for an archway at downtown. We are also working on lighting on the I-84 overpass, and enhancing the cloverleaf.			In progress
Create matching entrances	Branding				Administration, Trademark	We are working with Trademark to assist with our branding and wayfinding.			In progress
Put murals on the water tower and other water storage units	Partnerships	Long	Jul-19		Revitalize Ontario, Kraft-Heinz, TVCC, 8C, FRCS	Revitalize was unsuccessful in working with Kraft-Heinz to put a mural on the water tower. We also want to paint other water containers in the colors of the College and High Schools.	0 murals	4 murals	On hold
Strategy 2: 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

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		Short/Long	Start Date	End Date		Description	Present	Target	Complete
Add a full-time code enforcement officer	Funding for FTE	Short	Jul-19	Jan-20	Police	Hire a full-time code enforcement officer.	1 FTE	2 FTE	Yes
Stop fine forgiveness	Update policies and procedures?	Short			Code enforcement, Finance (AR)	Have zero tolerance for code enforcement fines.			Pending
Promote public safety content	Content, flyers, social media	Short			Code enforcement, Administration, Police, Fire	Distribute media regarding code enforcement (clean community), law enforcement, and fire prevention to reduce calls and complaints.			Pending
Strategy 3: 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
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 2020.			In progress
Have a city-owned reader board	Funding	Long	2023		Administration	The city currently has a partnership with 4RCC to use their reader board. A city-owned board would allow for more communication opportunities.			Pending