

CITY OF ONTARIO

2020-2021 Budget Kickoff



Phase I - Strategic Plan Review



BUDGET PROCESS



1. Strategic Plan Review
2. Revenue and Expenditure Forecast
3. Target budget with priorities

Our Mission: To create a healthy, safe, diverse, and prosperous city by engaging community members to develop an enriched quality of life.



What we want you to be thinking about and bring up:

- Are these the right goals?
- Are these the right strategies?
- Are these the right activities?

What are the changes you would like to see?



The logo for Ontario City Council is a green shield-shaped emblem with a white border. It contains the text "ONTARIO CITY COUNCIL" at the top, "DESIRABILITY" in a large, bold font in the center, and "STRATEGIC PLAN 2019-2023" at the bottom.

ONTARIO
CITY COUNCIL

DESIRABILITY

STRATEGIC PLAN
2019-2023

STRATEGIES

1. Improve cleanliness in Ontario
2. Create more things to do
3. Explore funding opportunities



STRATEGY 1

Improve cleanliness in Ontario

- ✓ Added extra street sweeps to primary routes
- ✓ Provided free dump passes on Serve Day
- Increase garbage, cart, and weed cleanup
- Increase code enforcement effectiveness





STRATEGY 2

Create more things to do

- ✓ Finish and open the Splash Park
- Have more city-sponsored activities
 - ✓ Partnering with the 2020 Tater Tot Festival
 - ✓ Helped organize Airport Appreciation Day
- Promote the City
 - ✓ Increased Facebook followers by 58% in 2019
 - ✓ Started city wayfinding/branding project





STRATEGY 2

Create more things to do

- Establish and maintain relationship with the Rec District
 - ✓ Provided \$100,000 loan
- Establish trails and community gathering places
 - ✓ Received grant for TV Connector Trail (Starts Spring 2020)
 - ✓ Awarded bid for downtown attraction study
 - ✓ Tater Tot Trail project is progressing





STRATEGY 3

Explore funding opportunities

- ✓ Implemented a classification and compensation plan
- Increase grant-writing capacity
 - ✓ Received over \$150,000 in grant funding in 2019
 - Hire/contract a grant writer
 - Create a public grant committee
- Establish a fund for community improvements (\$5000/month)
- Hire more detectives (Expected early 2020)
- Set up a public safety equipment fund
- Keep safety employees safe and equipped

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ONTARIO
CITY COUNCIL

DESIRABILITY

STRATEGIC PLAN
2019-2023

LET'S TALK

- Is this the right goal?
- Are these the right strategies?
- Are these the right activities?
- What are the changes you would like to see?

The logo for Ontario City Council is a red shield-shaped emblem with a white border. It contains the text 'ONTARIO CITY COUNCIL' at the top, 'EDUCATION' in a large font in the middle, and 'STRATEGIC PLAN 2019-2023' at the bottom.

ONTARIO
CITY COUNCIL

EDUCATION

STRATEGIC PLAN
2019-2023

STRATEGIES

The background of the slide is a faded, grayscale image of a modern school building with large windows and a brick facade. A light blue horizontal bar is positioned at the top, behind the 'STRATEGIES' title.

1. Increase job placement within our community
2. Give students civic opportunities
3. Strengthen our relationships with our schools

The logo for Ontario City Council is a red shield-shaped emblem. At the top, it says "ONTARIO CITY COUNCIL" in white capital letters. Below that, a dark red horizontal bar contains the word "EDUCATION" in large, white, bold, sans-serif capital letters. At the bottom of the shield, it says "STRATEGIC PLAN 2019-2023" in white capital letters.

ONTARIO
CITY COUNCIL

EDUCATION

STRATEGIC PLAN
2019-2023

STRATEGY 1

Increase job placement within our community

- Meet with businesses and the College to help support local employment for graduating students
- Find out the needs of local employers
- Identify future projected industries
- Create a water/wastewater class at TVCC

ONTARIO
CITY COUNCIL

EDUCATION

STRATEGIC PLAN
2019-2023

STRATEGY 2

Give students civic opportunities

- Have representatives from each school involved in civic opportunities
- Connect with government teachers to assist with local government curriculum
- Get youth involved in government
- Allow and promote youth to be ex officio members on committees



ONTARIO
CITY COUNCIL

EDUCATION

STRATEGIC PLAN
2019-2023

STRATEGY 3

Strengthen our relationships with our schools

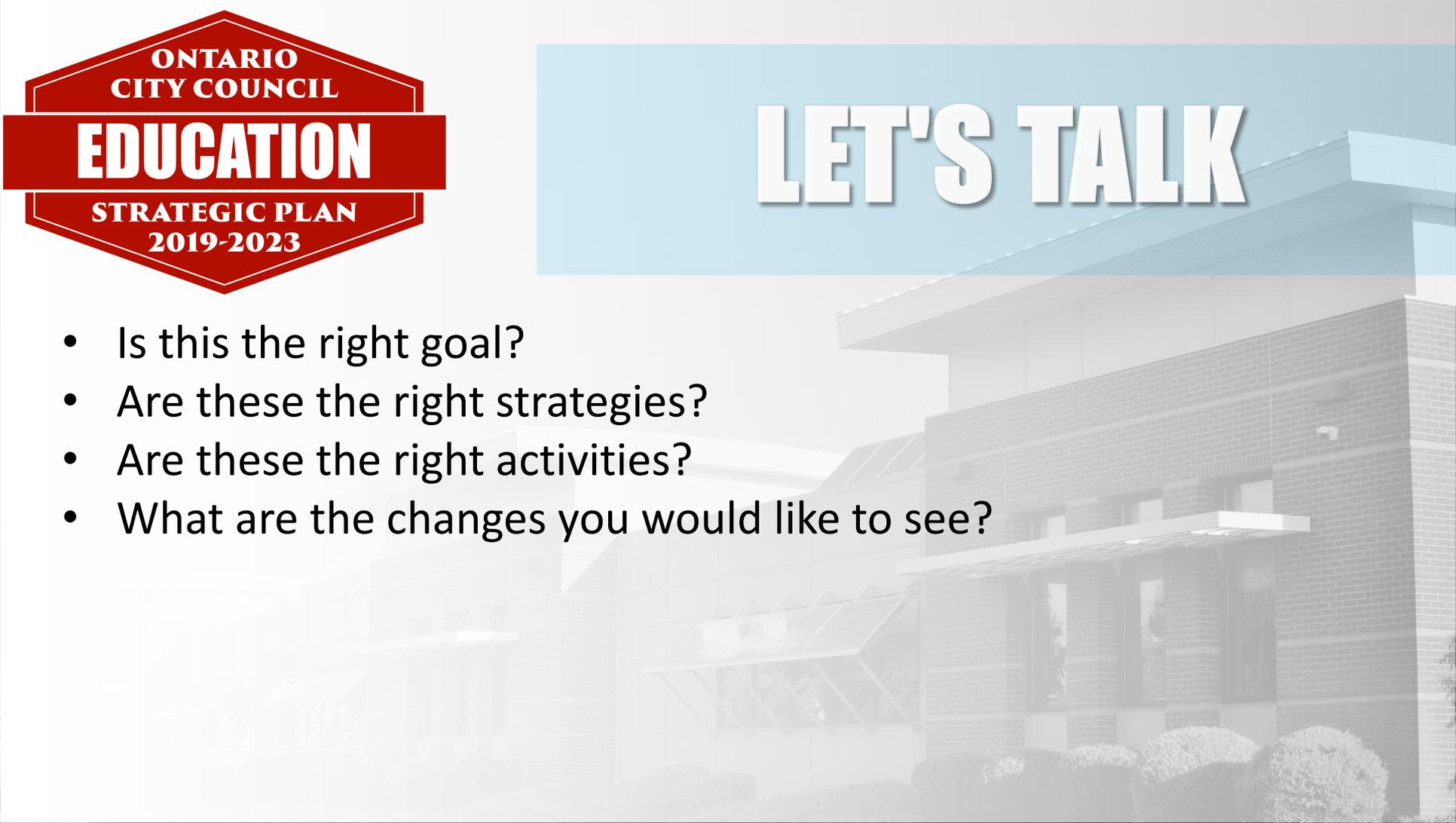
- ✓ Supported 8C School District bond
- Establish and maintain a relationship with our schools
 - ✓ Extending sewer lines and adding fiber to accommodate TVCC Aviation Program
 - ✓ Partnering with TVCC, 8C, and Four Rivers Community School on the Complete Count Committee
- Utilize the community strategic plan

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ONTARIO
CITY COUNCIL

EDUCATION

STRATEGIC PLAN
2019-2023

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LET'S TALK

- Is this the right goal?
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- Are these the right activities?
- What are the changes you would like to see?

ONTARIO
CITY COUNCIL

GROWTH

STRATEGIC PLAN
2019-2023

STRATEGIES

1. Focus on the airport
2. Prepare for city expansion
3. Improve existing infrastructure



ONTARIO
CITY COUNCIL

GROWTH

STRATEGIC PLAN
2019-2023

STRATEGY 1

Focus on the airport

- ✓ Connect fiber to the airport
 - ✓ Add sewer lines to the airport
 - Revise hangar leases and designate additional signers (In progress)
 - Build more hangars
 - Promote the Airport for development
 - Move co-located federal agencies to the NW corner
- 

ONTARIO
CITY COUNCIL

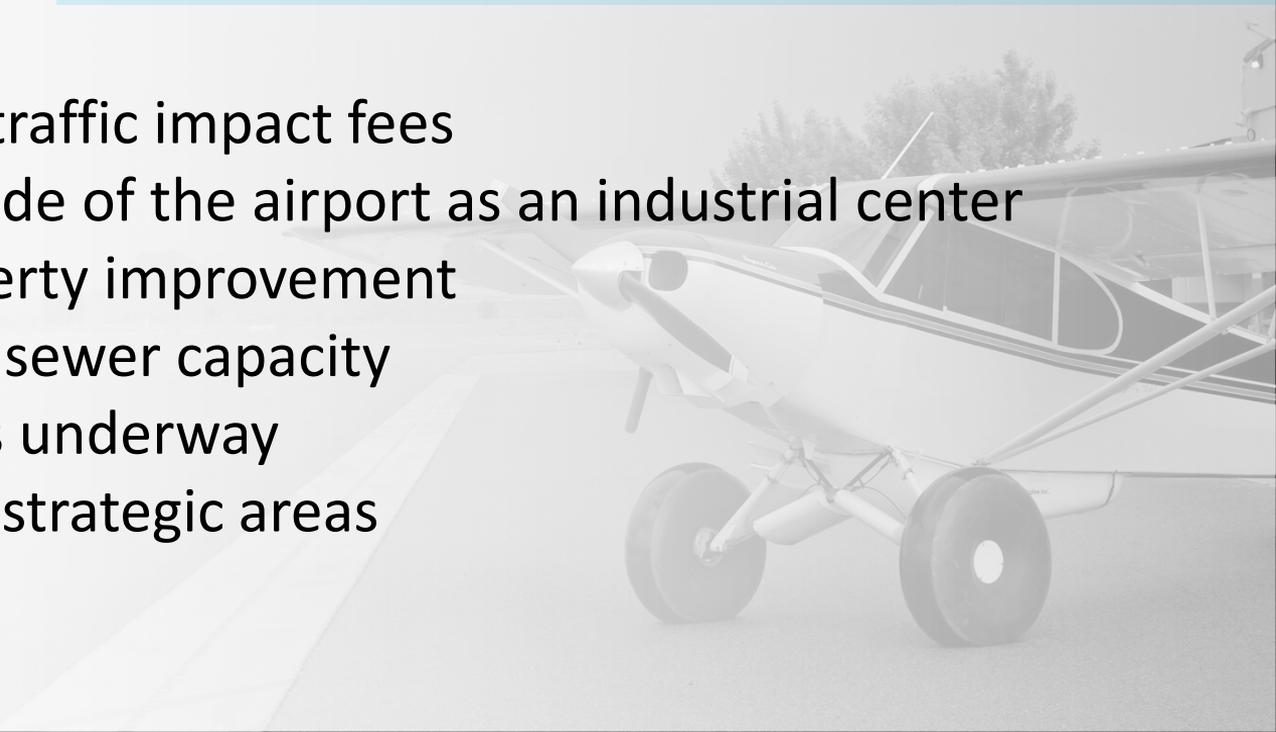
GROWTH

STRATEGIC PLAN
2019-2023

STRATEGY 2

Prepare for city expansion

- Replace SDCs with traffic impact fees
- Develop the west side of the airport as an industrial center
- Incentives for property improvement
- Increase water and sewer capacity
 - ✓ Water Master is underway
- Utility extension to strategic areas



ONTARIO
CITY COUNCIL

GROWTH

STRATEGIC PLAN
2019-2023

STRATEGY 3

Improve existing infrastructure

- Sidewalk fill-in
- E. Idaho underpass street repairs
- NE 2nd Street rebuild



ONTARIO
CITY COUNCIL

GROWTH

STRATEGIC PLAN
2019-2023

LET'S TALK

- Is this the right goal?
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STRATEGIES

1. Bring more art and culture to Ontario
2. Improve cleanliness in Ontario
3. Create more things to do



STRATEGY 1

Bring more art and culture to Ontario

- Have more public art
 - ✓ Install wrap art on electrical boxes (Coming 2020)
 - Create more murals (begun in 2019)
 - Create a “Freak Alley” type of event
- Enhance our gateway
 - ✓ Gateway arch (Expecting 2021)
 - Lighting on overpass
 - Cloverleaf enhancement





STRATEGY 1

Bring more art and culture to Ontario

- Have matching entrances
 - ✓ Started city wayfinding/branding project
- Put a new mural on the water tower



STRATEGY 2

Improve cleanliness in Ontario

- ✓ Added extra street sweeps to primary routes
- ✓ Provided free dump passes on Serve Day
- ✓ Add an additional full-time code enforcement position
 - Stop fine forgiveness for code enforcement violations
 - Promote more content related to code enforcement and public safety
 - Public information campaign for clean community



STRATEGY 3

Create more things to do

- Have more city-sponsored activities
 - ✓ Partnering with the 2020 Tater Tot Festival
 - ✓ Helped organize Airport Appreciation Day
- Have a city-owned reader board





LET'S TALK

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ONTARIO
CITY COUNCIL

LIFESTYLE

STRATEGIC PLAN
2019-2023

STRATEGIES

1. Create more amenities
2. Bring more housing/affordability to Ontario
3. Focus on Downtown Ontario
4. Create more things to do
5. Internal improvements



STRATEGY 1

Create more amenities

- ✓ Increase downtown seating
- ✓ New shelter at Lion's Park
- Dog Park
 - ✓ Lanterman Park
 - Lion's Park
- Downtown gazebo
- Plant trees at Lanterman Park
- Bathrooms at Beck Park





STRATEGY 2

Bring more housing/affordability to Ontario

- Educate public on Housing Incentive Program
 - ✓ Social media push
 - ✓ New informational materials
 - ✓ 9 participants in 2019, 11 total
- Fill in housing assistance
- Support middle- class housing starts
- Build a variety of housing options
- Living wage (or Increase MHI)

Looking to build in Ontario?

In 2017, the City of Ontario began the

\$10,000 Housing Incentive Program.

Homeowners and contractors looking to build a single family home in the City of Ontario are eligible.

For more information, contact the City of Ontario Community & Economic Development Department at (541) 881-3222, dan.cummings@ontariooregon.org or visit ontariooregon.org/BuildingIncentiveProgram.cfm



STRATEGY 3

Focus on Downtown Ontario

- Downtown beautification Phase I
 - ✓ Benches, Planters, Garbage Cans, Bike Racks
- Phase II – Decorative Street Lighting
- ✓ Maintain a relationship and support our downtown organization
- Replenish façade grant funding (Expect 2021)



STRATEGY 4

Create more things to do

- Improve playgrounds through city match funds for service clubs
 - ✓ \$10,000 for Lion's Club (Lion's Park)
 - ✓ \$10,000 for Kiwanis Club (Lanterman Park)
 - ✓ \$10,000 for Rotary Club (Laxson Park)
- Create Trails
 - ✓ TV Connector and Tater Tot trail are progressing
- Create water trails

ONTARIO
CITY COUNCIL

LIFESTYLE

STRATEGIC PLAN
2019-2023

STRATEGY 5

Internal improvements

- Educate department heads on methods of interacting with a diverse community
- More Council exposure in community
 - ✓ Kyle Petty Ride Across America
 - ✓ Airport Appreciation Day
 - ✓ Citizens Coalition of Ontario Community Forums

ONTARIO
CITY COUNCIL

LIFESTYLE

STRATEGIC PLAN
2019-2023

LET'S TALK

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NEXT STEPS



- Budget Calendar
 - **1/28/2020** Revenue and Expenditure Forecast (Preliminary Budget Committee Meeting)
 - **2/25/2020** Budget Target
 - **3/10/2019-3/12/2020** Official Budget Committee Meetings
 - **4/21/2020** Council Presentation of Budget