



Strategic Plan

Action Items and Tactics
City of Klamath Falls—2021



Preface

City of Klamath Falls

Tactics and Goals Outline

While the City's Strategic Plan illustrates general aspirations for the future of the City of Klamath Falls, separately listing out specific tactics and objectives can help make those aspirations a likely reality. The City of Klamath Falls will specify its tactics for accomplishing the details in the Strategic Plan in three ways:

- Individual Objectives
- Goals within those objectives
- Specific Action Items to accomplish those goals

Each Action Item is broken down by department and anticipated date and/or year of completion. Having specific dates and listed departments will keep City Staff accountable for these Action Items and will help to accomplish the City's goals. Department heads will be responsible for completion of their associated Action Item, but can delegate sub-goals as needed.

Similar to the Strategic Plan, the Objectives, Goals and Action Items will be separated by three sections: Livability, Vibrancy, and Beautification. Each section will have unique objectives with its own respective goals and action items.

Tactics Format

Section 1: Livability- Objectives to enhance living in our community

Section 2: Vibrancy- Objectives to help all to thrive in our community

Section 3: Beautification- Objectives to help all to enjoy the community

Amenities: City of Klamath Falls is home to a large variety of engaging attractions and is committed to maintaining our current menu of amenities while seeking new opportunities to keep life in the basin appealing to both residents and visitors. See pages 3 and 4 of the Strategic Plan.

Expand Our Amenities

1.1 Recreation District Feasibility

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Select a vendor after submitting RFP	ADMIN	November 2020
Conduct citizen survey	ADMIN	July 2021
Present results to council/county	ADMIN	October 2021

1.2 Cultivate our E-Sports Scene

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify community partners	ADMIN	April 2021
Determine feasibility	ADMIN	June 2021
Recruitment campaign	ADMIN	November 2021

1.3 Community Build of Moore Park Play Structure

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Design play structure	PW/PARKS	November 2020
Fundraising with community partners	PW/PARKS	April 2022
Community Build	PW/PARKS	September 2022

1.4 Murals and Other Innovative Public Art

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Downtown Art Committee formation	ADMIN	April 2021
Identify community partners	ADMIN	May 2021
Explore different/available art media	ADMIN/DEVSERV	Ongoing
Determine feasible locations	ADMIN	October 2021
Install public art wayfinding signage	DEV SERV/PARKS	August 2022

1.5 Design and Build an Aircraft Viewing Area

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Conduct initial design (includes associated fence art)	AIRPORT	November 2022
Budget project and engage stakeholders for design review	AIRPORT	January 2023
Construct viewing area, signage, and art	AIRPORT	October 2024

Long-Range Planning: Vision is at the forefront of everything done here at the City of Klamath Falls. To ensure we can follow-through on our ideas, the City undertakes formal planning processes and studies that outline the complex steps and funding needed to achieve our goals. This helps us set a course to success. See page 5 of the Strategic Plan.

Complete Long-Range Planning Efforts

2.1 Comprehensive Plan Zoning Maps and CDO Updates		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Engage consultant team	DEV SERV	December 2020
Develop draft CDO reorganization	DEV SERV	April 2021
Adopt reorganized CDO	DEV SERV	August 2021
Develop Comp Plan maps of UGB	DEV SERV	December 2021
2.2 Community Unification Through Enhanced Internet Connection		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Create a PPP with interested ISP	ADMIN	May 2021
Install Wi-Fi infrastructure in Downtown	ADMIN/PW	August 2022
Pursue municipal ISP feasibility study	ADMIN/IT	August 2021
If applicable, contract firm for hardware installation	ADMIN	August 2022
2.3 City Facility Needs Assessment		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Determine in-house or contract/consultant	ADMIN	March 2021
Develop needs assessment	ADMIN	July 2021
Determine next steps	ADMIN	October 2021
2.4 Economic Development Master Plan		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify inclusive/comprehensive stakeholders	ADMIN	April 2021
Determine in-house or contract/consultant	ADMIN	April 2021
Present plan/launch	ADMIN	August 2021
2.5 Standardization of Policing Within the UGB		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Community conversation around public safety	PD	September 2022

Community Engagement: Hearing from and connecting with our community allows us to better understand the desires of our citizens. The City endeavors to provide a multifaceted approach to outreach while using new technologies to enhance engagement. See page 6 of the Strategic Plan.

Public Participation

3.1 Equity Task Force

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Form a standing committee	ADMIN	April 2021
Pursue implementation of solutions	ADMIN	August 2021
Hold/participate in community cultural events	ADMIN	October 2021

3.2 City Representation at Community Events

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify community events with potential city presence	ALL NECESSARY	Continuous
Allocate resources necessary for participation	ALL NECESSARY	Continuous

3.3 Neighborhood Meetings

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify distinct neighborhoods within city limits	COMBINED	Continuous
Set meetings in designated areas	COMBINED	Continuous

3.4 Enhance GIS Technology

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Make public GIS tools and features more user friendly	DEV SERV	Continuous
Implement real-time projects/developments	DEV SERV	August 2021

3.5 Improve Online Accessibility

<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
311 App (See 'Beautification' Section for More Details)	IT/ADMIN	July 2021
Create standard for messaging	ADMIN	Continuous
Assign staff to actively monitor input/citizen feedback*	ADMIN	August 2021
Identify social media venues	ADMIN	March 2021
Language barriers (Limited English Proficiency)	ADMIN	June 2021

*Includes Identifying Software to Assist Staff

Downtown: The City’s downtown area is home to thriving businesses with a historic charm that’s a source of pride to our community. Even so, there’s opportunity for more development that would drive greater occupancy in the form of new businesses, events, amenities, and infrastructure to bring out the best in our downtown. See page 8 of the Strategic Plan.

Building a Vibrant Downtown

4.1 Downtown Parking		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Determine time limits for on- and off-street Parking	DEV SERV	March 2021
Update Parking District boundaries	DEV SERV	November 2020
Expand enforcement throughout updated boundaries	DEV SERV	March 2021

4.2 Traffic Calming Infrastructure		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify potential locations/add to CIP	PW/DEV SERV	March 2021
Budget for construction and maintenance	PW/DEV SERV	Spring 2021 (Biennially)

4.3 Sidewalk Cafes (Pedlets and Parklets)		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify a pilot project	DEV SERV	March 2021/Continuously
Construct and evaluate sidewalk cafes	DEV SERV	March 2021/Continuously

4.4 Gateway Development Enhancement and Beautification		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify downtown entrance development options	DEV SERV	August 2021
Preliminary design of concept projects	DEV SERV/PW	September 2021
Advance design, budget, and construct first project	DEV SERV/PW	August 2023
Develop, enhance and beautify region with urban renewal	DEV SERV	Ongoing

Employment and Housing Opportunities: Building a strong and resilient community means developing and recruiting businesses to create a local economy with wages that can support and house individuals and families. See pages 2 and 7 of the Strategic Plan.

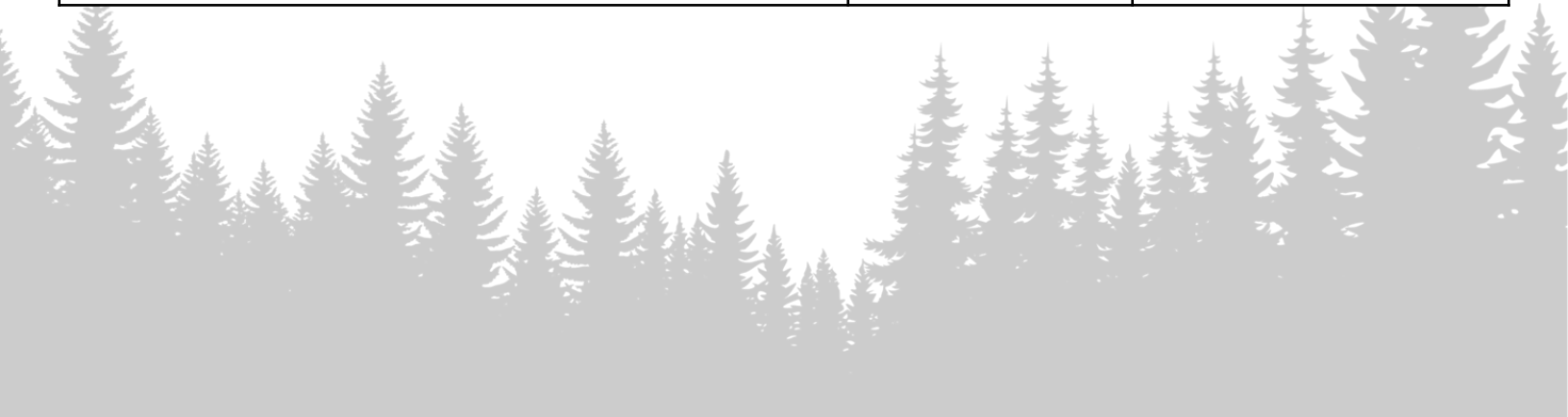
Create Employment/Housing Opportunities

5.1 Strengthening the Local and Regional Economies		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify baseline conditions	ADMIN/DEVSERV	April 2021
Review existing policies for development	ADMIN/DEVSERV	April 2021/Ongoing
Implement remote work campaign	HR/ADMIN	November 2020
Encourage living and family wage jobs	ADMIN/DEVSERV	Ongoing
Targeted incentives to companies*	ADMIN	August 2021

*This goal includes identifying inclusive stakeholders and presenting/launching the plan.

5.2 Workforce Housing		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Implement policies from previous housing studies	ADMIN/DEVSERV	April 2021
Identify housing projects for support and assistance	ADMIN/DEVSERV	August 2021
Identify possible incentives to encourage developments	ADMIN/DEVSERV	April 2022

5.3 Homelessness and Housing		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify appropriate and inclusive partners	ADMIN/DEVSERV	April 2021
Create housing task force/committee	ADMIN	October 2021
Contribute based on committee recommendation	ADMIN	Ongoing



Telling Our Story: The City of Klamath Falls has a rich history of both industry and culture. Now is the time to reembrace who we are while looking towards who we are becoming as a community. See pages 6 and 9 of the Strategic Plan.

Expand Social Media Presence

6.1 Fully Launch the City's 311 App		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Upgrade EnerGov system	IT	December 2020
Install and prepare MyCivic	IT	February 2021
Asset management installation	IT	March 2021
Roll-out campaign	ADMIN	June 2021

6.2 Video Content Chronicling our Community Past and Present		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Research historic/regional events	ADMIN	Ongoing
Identify community partners	ADMIN	April 2021
Develop/contract video content*	ADMIN	Ongoing
Release 1 st Video	ADMIN	August 2021

*Identify and support content creators in the Basin.

Waterfront

6.3 Restore Shoreline		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify community partners	ADMIN	October 2020
Develop waterfront restoration plan	ADMIN/DEVSERV	October 2021
Restore Ewauna shorelines	ADMIN/DEVSERV	August 2022

6.4 Make Water Bodies Usable For Recreation		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Work with State Regulatory to launch Sis Bio pilot program	ADMIN	August 2024
Develop waterfront with new businesses	ADMIN/DEVSERV/PW	August 2026
Promote tourism opportunities	ADMIN	March 2030

Curating Our Image: One of the most important parts of developing a beautiful community is curating its image. Having a positive image of a community is essential to helping residents make that image a reality. See page 10 of the Strategic Plan.

Curating Our Image

7.1 Removing Blight Initiative		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Identify/expand landscaping opportunities	DEV SERV	2021 (Biannually)
Identify first landscaping and remediation projects	PD/DEV SERV/PW	April 2021
Clean Mills alleys	PD/DEV SERV/PW	Ongoing

7.2 City-Wide Beautification		
<u>Action Item</u>	<u>Department</u>	<u>Completion Date</u>
Beautify entryways into downtown	DEV SERV/PW	August 2023
Refresh parks/trails signage	DEV SERV	July 2021
Improve commercial/residential corridors*	DEV SERV/PW	August 2022

*Primarily through ongoing outreach meetings via individual neighborhoods.

