

# A Guide to the DALLAS 2030 Vision

**ADOPTED January 21, 2014**

**OUR DALLAS 2030** is our community's vision for the year 2030. Created by the Dallas, Oregon, community, this vision statement is intended to guide the City of Dallas and its public, private, civic and community-based partner organizations in the creating a more prosperous, better educated, safer, more engaged and better planned community in the future.

The OUR DALLAS 2030 vision statement is organized into three tiers that can be used separately or together:

1. **Overarching Vision.** The first tier (“Our Dallas 2030 Community Vision”) is an overarching vision statement for the entire community.
2. **Focus Area Visions.** The second tier is a series of more specific vision statements for each of five “focus areas,” including: Our Community and Identity; Our Economy and Jobs; Our Growth and Development; Our Health and Safety, and our Health and Learning.
3. **Focus Area Vision Elements.** The third tier is a series of specific vision ideas or “elements” for each of the focus areas.

Together, these three tiers form a comprehensive, “action ready” vision to guide and inform a more detailed, specific action and implementation plan to be developed.

All of the vision ideas contained in the OUR DALLAS 2030 vision statement are *aspirational*. They describe a desired future and not necessarily an existing set of conditions. They are written to make the reader feel present in the year 2030. At the same time, many of these ideas are intended to be achieved long before the year 2030 arrives.



## OUR DALLAS 2030 Community Vision

**WE ARE DALLAS 2030...**Set in the picturesque mid-Willamette Valley alongside the foothills of the Coast Range, we are a prosperous community that has preserved its small-town character. Our 1898 county courthouse looks out over our town square and revitalized historic downtown. We have planned well for our growth and development, updating essential infrastructure and strengthening our neighborhoods.

**WE ARE SAFE AND HEALTHY...**with state-of-the-art medical and emergency facilities and services that meet the needs of our growing population. A pristine Rickreall Creek is a focal point for our beautiful parks, natural areas and recreation opportunities that have expanded as we have grown.

**WE CARE DEEPLY...**for our community and one another. Community volunteerism and engagement is the foundation of our identity. We have built on our agricultural heritage to create a strong and innovative economy. We have invested in businesses that produce well-paying jobs. We support partnerships and a range of educational opportunities that prepare students for success in our community, workforce and world.

We vigorously engage in the life of our city and welcome our future. **WE ARE DALLAS 2030.**

# OUR COMMUNITY & IDENTITY

**OUR DALLAS IN 2030** is a vibrant community in a beautiful setting. We balance our community's growth and development, offering larger city amenities in a small-town setting. Our neighborhoods are clean, safe, friendly, livable places where residents care for and connect with one another. We provide programs and activities for people of all ages. Volunteerism in Dallas is exceptional. Citizens are engaged in civic affairs and invested in our community's future. Business and government work together to support good jobs and growing families. We celebrate our community and its identity through our arts, culture and history.

## Vision Elements for Our Community

### In 2030...

- Dallas is an attractive, friendly community in a beautiful setting, including a vibrant downtown, revitalized historic core, and an outstanding quality of life.
- Dallas balances new growth and development with its small town feel.
- Dallas is a visitor destination that celebrates its rural location, beautiful setting, agricultural heritage and natural resources.
- Dallas maintains its small town culture and affordability while offering key amenities and attractions of a larger city, including a range of dining and shopping opportunities.
- Governments and businesses in Dallas work as a team to provide infrastructure and economic opportunities that support good jobs and growing families.
- Dallas citizens of all ages are proud of their city and involved in its civic affairs, engaged in important community issues, and invested in their city's future.
- Dallas offers numerous programs and activities that serve all age groups.
- Dallas is unique in the way its residents care for and connect with one another.
- Dallas stands out for its extensive community volunteerism and the exceptional commitment and quality of local volunteers.
- Dallas citizens celebrate their community, their city and its history with arts and cultural events and activities.
- Dallas neighborhoods are clean, safe, friendly and livable places.

# OUR ECONOMY AND JOBS

**OUR DALLAS IN 2030** has an active business climate and investment environment with strong partnerships. The Dallas identity builds on our strong schools and quality of life, attracting and retaining workers of all incomes and their families. We offer an exceptionally well-trained workforce with high-quality job skills. We support small- and medium-sized businesses, as well as resource efficient and environmentally stable industries. We employ creative solutions for available building sites to promote new commercial development. Dallas embraces the wine and craft brewing industry as an important part of our agriculture and tourism economies.

## Vision Elements for Our Economy and Jobs

### In 2030...

- Dallas has an active business climate, including professional City staff, supportive regulations, community-minded bankers, essential infrastructure, and available land for commercial and industrial development.
- Dallas has a creative investment environment that supports business and economic development and the creation of jobs that provide a full range of incomes.
- Dallas has formed a strong economic development partnership with state and local governments, local businesses, and secondary and higher educational institutions.
- Dallas works with local schools, Chemeketa Community College, and workforce training and development organizations to provide an exceptionally well-trained workforce with high quality skills.
- 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.).
- Dallas has established collaborative partnerships, including landowners, to develop its available industrial lands for new resource efficient and environmentally stable industries.
- Dallas promotes commercial development, through creative solutions for available building sites, new/renovated commercial buildings, an active commercial development and real estate community, and engaged property owners.
- Dallas has a strong identity and a marketing strategy to attract and retain workers that balance the community's income demographics.
- Dallas is a key visitor destination, with strong business partnerships, that embraces tourism at local farms, wineries/vineyards/craft breweries, and natural and active recreational areas.

# OUR EDUCATION AND LEARNING

**OUR DALLAS IN 2030** has a comprehensive regional education system that serves a diverse and growing student population. We support all types of education, providing a continuum of educational levels and skills that focus on well-educated students who are prepared for success in the world and the workforce. We also have expanded our pre-school, school readiness and early childhood development programs. Our schools have strong partnerships with local and regional college institutions, government and business, and have expanded innovative joint programs. Our community demonstrates its continued strong support for our schools, attending school activities and events, and building stronger connections between generations.

## **Vision Elements for Education and Learning In 2030...**

- Dallas sustains a comprehensive regional education system that serves a diverse and growing student population, providing a continuum of educational levels and skills.
- Dallas focuses its educational system on developing well-educated, well-rounded students, including a skilled work force that strengthens the region's economy and supports more jobs for a full range of incomes.
- Dallas supports all types of education, including public and private schools, as well as faith-based schools, home schooling, and online education.
- Dallas Public Schools have adequate funding for ongoing improvements, including new schools and sites, upgrades to existing facilities, top quality teachers and smaller class sizes, more elective courses in arts, science and technology, expanded extracurricular and athletic programs, and strengthened alternative programs.
- Dallas has strong partnerships between its schools and local and regional higher educational institutions, government and business.
- Dallas Schools have expanded their most innovative and creative programs such as its Chemeketa Community College Extended Campus, which can provide students with an associate's degree as part of their high school diploma.
- Dallas demonstrates its strong community support for school programs, including attendance at school activities and events.
- Dallas has a strong school support network, building intergenerational connections and contributions.
- Dallas has expanded pre-school including kindergarten, school readiness, and early childhood development programs.

# OUR GROWTH & DEVELOPMENT

**OUR DALLAS IN 2030** has proactive planning that preserves our small town identity and quality of life, actively involving the public in key growth and development decisions. We have planned for new industrial, commercial and residential development, resulting in business and job creation. The City addresses business requirements with innovative problem solving and fair and timely processing of licenses and permits. Dallas has upgraded its essential infrastructure, aggressively protecting our water resources and quality. We have fully revitalized our historic Downtown, and offer a full range of housing options to accommodate our growing population's diverse needs. New recreational and natural areas ensure that our parks remain a source of great civic pride.

## **Vision Elements for Our Growth and Development**

### **In 2030...**

- 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.
- Dallas' new industrial and commercial development supports the city's growth and economic advancement resulting in new businesses and jobs.
- Dallas plans for a full range of housing options to accommodate a growing population's needs.
- Dallas has fully revitalized its historic Downtown and historical architecture, with a vibrant mix of businesses and amenities where residents and visitors can shop, use local services, conduct business, and enjoy dining and entertainment.
- Dallas has upgraded and modernized its utilities and infrastructure to support community and economic development, including broadband and wireless access.
- The City of Dallas prioritizes business needs and requirements with innovative problem solving and fair and timely processing of business permits, licenses and related decisions and services.
- Dallas provides outstanding parks and new recreational facilities while protecting its natural areas as the community grows and expands.
- Dallas aggressively protects its watershed, water sources and water quality, expanding capacity to accommodate future population growth.
- The City of Dallas uses a variety of strategies to actively and effectively engage the public in planning and decisions for future growth and development.

# OUR HEALTH & SAFETY

**OUR DALLAS IN 2030** has comprehensive medical services that meet the needs of our growing population. Our local hospital is an established regional health care resource serving Dallas, Polk County and beyond. The City of Dallas has state-of-the-art police, fire and medical equipment and facilities and enhanced regional cooperation, supporting rapid, reliable emergency services. We are proud of our high levels of community health and wellness, the result of education, awareness and active lifestyles. We have programs and services for all of our at-risk populations, and provide outstanding, affordable programs and services for our retirees and seniors.

## **Vision Elements for Our Health and Safety In 2030...**

- 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.
- The hospital in Dallas is an established regional health care resource, with expanded facilities, programs and services.
- Dallas has broad access to community-based police, fire and medical services through enhanced regional cooperation.
- The City of Dallas has state-of-the-art police, fire and medical equipment and facilities supporting reliable emergency services.
- Dallas has responsive government, non-profit and faith-based programs and services for all of its at-risk populations.
- Dallas has strong community health and wellness through education, awareness, environmental health and safety measures, outdoor recreational activities, and active lifestyles.
- Dallas provides outstanding, affordable programs and services in the area of retirement and senior living.