



Strategic Plan

City of Klamath Falls—2021

The City of Klamath Falls' Mission Statement

“The City of Klamath Falls drives community engagement, local beautification, and economic opportunities.”



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Preface

City of Klamath Falls

Vision and Plan Outline



The City of Klamath Falls' Vision Statement

“The City of Klamath Falls is a united community with healthy, welcoming neighborhoods where citizens aspire to live, thrive, and enjoy the quality of life afforded by our surroundings, opportunities, and values.”

The City of Klamath Falls' vision represents a goal for the community that city council and staff hope to accomplish in the near future. In order to create a community where citizens can **live**, **thrive**, and **enjoy**, city council and staff have assembled a plan of strategies and goals to guide the community's continued pursuit toward achieving the city's vision.

While broader, general strategies can be found in the City's *Strategic Plan*, the specific action items—with their associated timelines—connected to those strategies can be found in the City's *Strategic Plan-Action Items and Tactics* document. The *Strategic Plan* will reference goals in the *Action Items* document based on where it can be found in its numerical order (1.1 means page 1, item 1).

Strategic Plan Outline

Section 1:

Livability- To live in our community

Section 2:

Vibrancy- To thrive in our community

Section 3:

Beautification- To enjoy the community



Livability

To live in our community

Community Well-Being



Provide improved lighting in public areas and thoroughfares

Above all else, the City of Klamath Falls seeks to engender a community that helps everyone feel welcome, safe, and accepted. The City encourages neighborhoods to support neighbors, and the community at large to foster inclusivity across all races, creeds, cultures, religions, and orientations (3.1).

A welcoming and safe community requires everyone's participation, not just the city or its police department; therefore, the City aims to help keep the community safe using several strategies, some of which include the following:

- To enable participation and encourage safe behavior, the City plans to install and maintain lighting features throughout the city both in public areas and the public right-of-way.
- As homelessness becomes an increasingly critical issue for communities across the nation, the City of Klamath Falls aims to facilitate opportunities to transition individuals who are homeless into permanent housing (5.3).



Identify and enable tactics to combat homelessness

Klamath Falls Police Department



The City of Klamath Falls' Police Department has been an accredited organization through the state accreditation alliance for several years, and through courage, service, and integrity, they aim to make the Klamath Basin the safest in the state.



Expanding community safety through technology

Local Amenities



Cultural



Recreational



Economic

Amenities are desirable or useful features of a building or place. Some of our biggest community drivers (Oregon Tech, Klamath Community College, Sky Lakes Medical Center, and Kingsley Field) are also some of our most valuable amenities. In addition to building upon and improving those community cornerstones, the City of Klamath Falls aims to enhance the Klamath Basin by providing amenities in three other separate capacities:

- **Recreational** – with public-private partnerships and designating recreation districts (1.1, 1.2).
- **Economic** – facilitating construction and improvements of buildings within focus areas and improving job opportunities (5.1, 5.2)
- **Cultural** – with public art, sponsorships, and community-wide employee engagement (1.4).

City-Owned Amenities

Parks

The City of Klamath Falls’ Parks Department maintains over 50 miles of trails across 26 different areas that total over 600 acres. That translates to 29 acres per 1,000 City residents—20 acres more than the national average.

With its vast park inventory, the City continues to enhance its parks, trails, and pool infrastructure with updated technology, wayfinding signage, and universally accessible activities (1.3).



Airport

The Crater Lake – Klamath Regional Airport is the home of the 173rd Fighter Wing of the Oregon Air National Guard/Kingsley Field which is the third-largest employer in the Basin. Combined with other critical airport businesses, the Airport hopes to leverage opportunities for future growth.

The Airport’s goal is to maintain its infrastructure and facilities to accommodate new tenants and expanded activities such as the Air Force’s anticipated F-15EX mission and constructing an aircraft viewing area. A robust airport enhances the livability and vibrancy of our community by creating opportunities for the pursuit of education, jobs and leisure activities (1.5).

Long-Range Planning

Master Plans

Long range planning is essential to guaranteeing future growth and livability for the City of Klamath Falls. Part of long-range planning involves smaller individual plans that work together to accomplish one large goal and include the following:

- Department Master Plans (as appropriate, 2.3).
- Comprehensive Plans (2.1).
- Economic Master Plans (2.4).

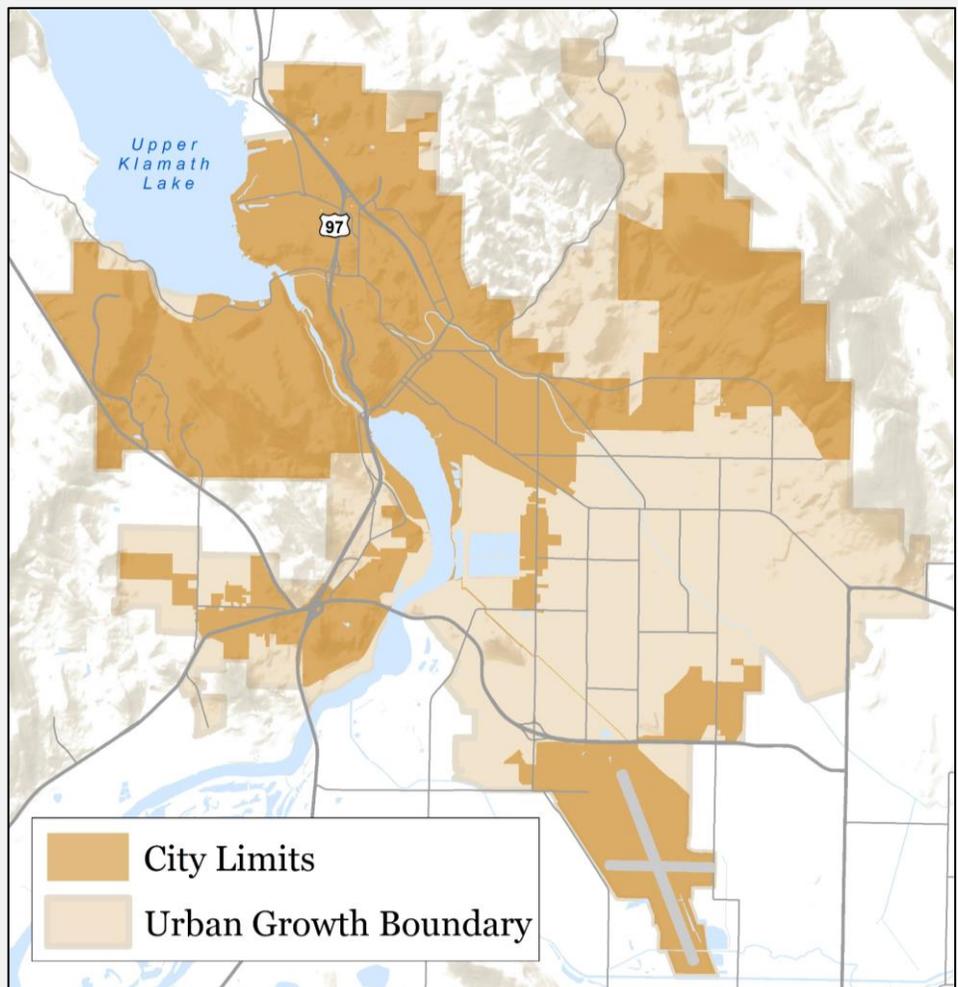
Producing, or finishing, each of these plans will help guide the city and the community to help reach its long-term goals.

United Community

Many residents of the Klamath Basin do not know that they are not within the boundaries of the City of Klamath Falls. Half of all residents who live within the Urban Growth Boundary (UGB) are outside of city limits.

Nevertheless, the UGB already receives many city services including water and sewer, and the City hopes to take steps to get more involved within the UGB in the following ways:

- Provide consistent and more responsive street lighting services.
- KFPD to have greater coverage within the UGB (2.5).
- Provide a more consistent sense of community connection (2.2).





Vibrancy

To thrive in our community

Community Engagement



City representation at public events and other activities (3.2, 3.3)



Increase our social media presence and seek new media platforms (6.1, 6.2).



Make online resources more dynamic, accessible and up-to-date (3.4, 3.5).

The City of Klamath Falls believes that community engagement is a necessary part of public service, be it through neighborhood meetings, person-to-person communication, volunteers, or online platforms.



While most of the City’s past public engagement took advantage of existing events, the City hopes to be more proactive with organizing community gatherings through neighborhood or ward meetings. When engagement requires city-wide outreach, the City seeks to provide and refine a variety of online resources and platforms:

- 311-style apps
- Videos and photos
- Online surveys
- Online payments
- Social media posts



Community Employment

The City is looking to enhance its own employee experience through policy updates and other strategies which include the following:

- Enhancing our Community Service Initiative (CSI)
- Change recruitment strategies to attract talent
- New city hall to house all departments in one building
- Succession Planning
- Attractive benefits and incentive packages



Encourage and advertise opportunities for remote work



Provide and encourage living and family wage jobs



Spark economic development with targeted incentives

The City of Klamath Falls hopes to make the Klamath Basin an attractive place to live and work. The City strives to enhance community employment by focusing efforts and goals in three distinct areas:

Remote Work: With advancements in technology and changes in work culture, remote work is becoming more common and popular across the nation. The City aims to encourage opportunities to provide remote work and advertise the Basin as a great place to live and work remotely.

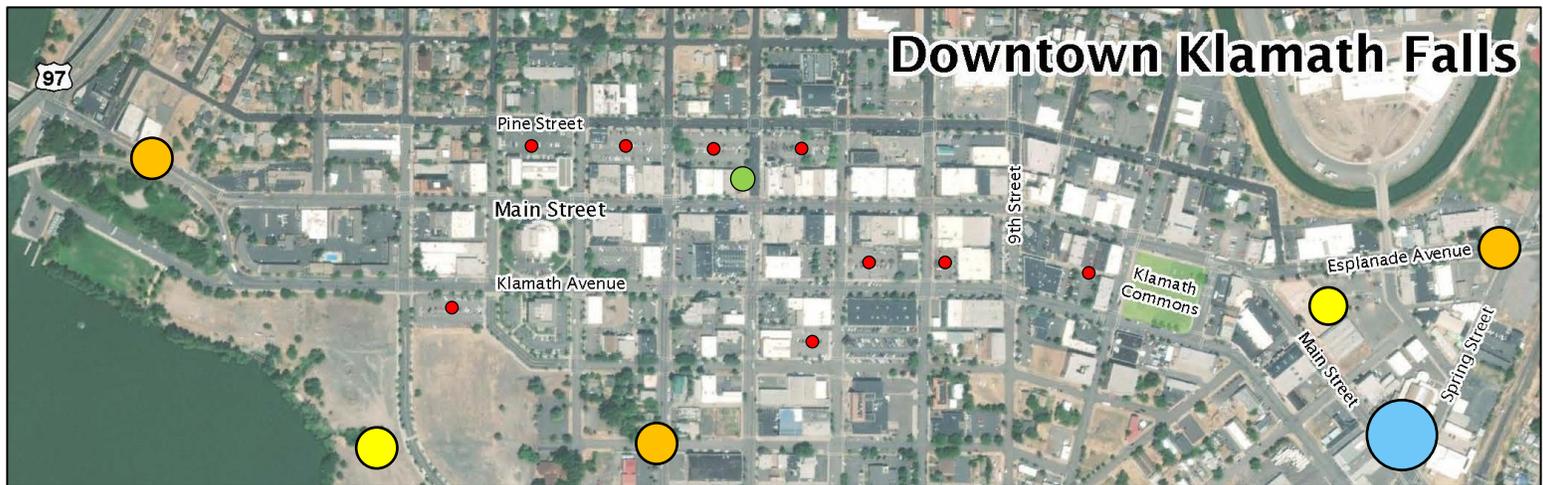
Living/Family Wage Jobs: Part of being able to thrive in our community is receiving wages that will benefit not just individuals but also their families. The City believes that having an economy that supports living and family wages for employees is essential.

Targeted Incentives: Robust economic development is a direct result of healthy employment, and providing employment is more likely if businesses have specific incentives to bring them to the Klamath Basin. The City endeavors to provide targeted incentives to businesses that will embrace the diverse and existing skill sets present in our community.



Downtown

The City of Klamath Falls cherishes the downtown and endeavors to see a high business occupancy rate and mixed-use residential buildings throughout the Downtown Business Zone. In addition to setting goals to maximize the use of our downtown, the City has set the following objectives:



- Implement a sustainable downtown parking model (4.1).
- Develop and refurbish areas east of downtown, particularly along Spring Street.
- Focus on improving the primary entryways into downtown (4.4).
- Develop our “bookends,” namely Main St. and Esplanade, and Timbermill Shores.
- Pursue options to build pocket parks similar to Sugarman’s Corner.



The City of Klamath Falls anticipates more amenities that can make our Downtown a vibrant place to be. Such amenities include, but are not limited to, the following:

- Sidewalk cafes (4.3).
- Traffic-calming infrastructure (4.2).
- Public art (1.4).
- Vibrant building/infrastructure design.
- Municipal Wi-Fi (2.2).



Beautification

To enjoy being part of the community

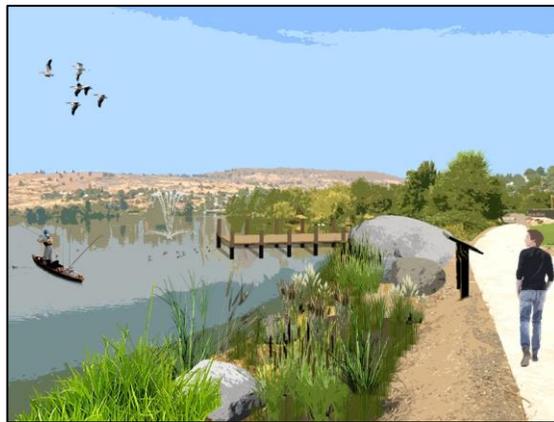
Waterfront Revitalization



Make our nearby bodies of water usable for recreation



Restore our shorelines to harbor native plants and foliage



Develop our local waterfront and encourage activity

This concept art illustrates the City's vision for the Lake Ewauna shoreline abutting the Timbermill Shores developments. The City is eager to see several attributes of the shoreline in the near future including the following:

- Restoration of the shoreline with natural, non-invasive plants and foliage (6.3).
- Using Lake Ewauna for water sports, fishing, bird watching, and photography (6.4).
- Frequent use of the nearby Lake Ewauna trail and include trail signage and wayfinding.
- Outdoor dining and other attractive development.

Image and Perception



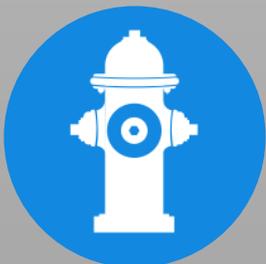
Improve the city's entryways, especially those into downtown



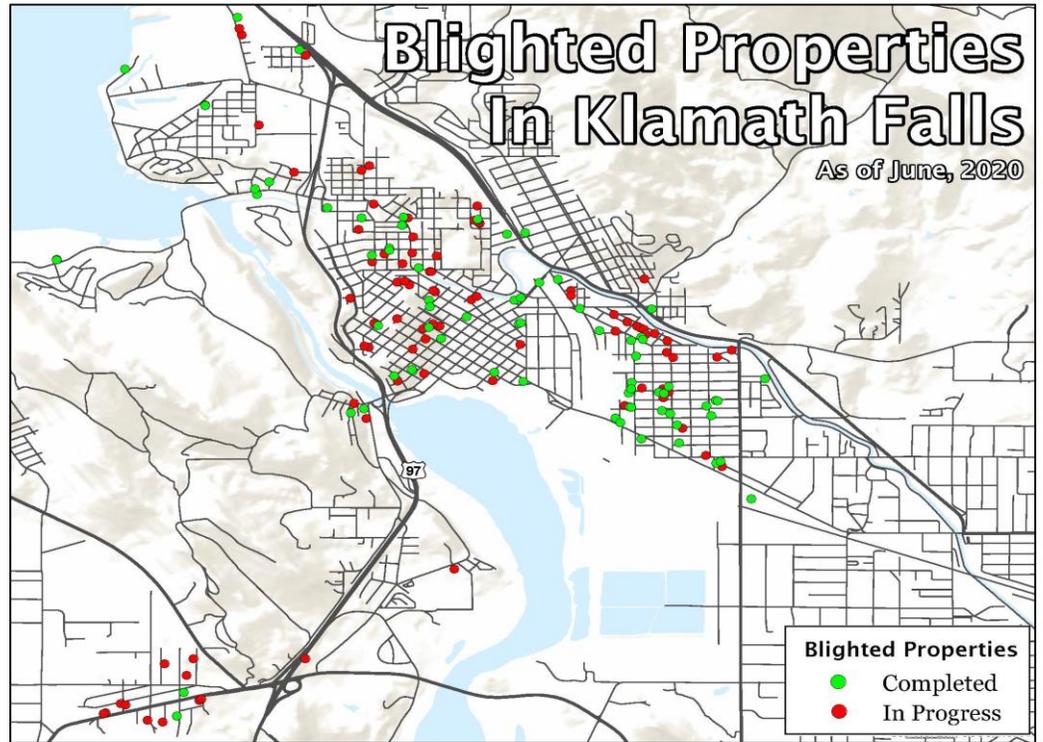
Tell our story and lead the narrative about Klamath Falls



Enhance the community through neighborhood pride



Go above and beyond with the aesthetics of our visible infrastructure (7.2).



Before



After

Tackling blight and refurbishing our commercial corridors

Over the past few years, the City has taken blight head-on and helped improve and refurbish dozens of properties across the community. Future efforts hope to focus on our commercial corridors in addition to continuing work in residential areas across the city (7.1).

The City aims to create more partnerships with neighborhoods to inspire ownership and investment in beautifying private and public property.

