



2020 City Goals – Q2 Report

Strategic Priorities

The Common Council partnered with City staff to create a three-year strategic plan for 2017-2019 period. The plan identified six priority areas for the City’s limited discretionary time and money. The areas were financial sustainability, business, marketing, connections, housing and employee relations. The 2019 strategic priorities were modified to: Infrastructure, Marketing, Connections, Housing and Employee Relations. A new strategic planning process was scheduled to be conducted in 2019 but was postponed until the transition in City Managers was completed. The strategic priorities from the previous plan form the basis for the goals highlighted in the table below.

Strategic Goals	Progress as of March 20, 2020
Infrastructure	
City Hall - Complete HVAC work, space use plan and furniture installation for Phase 2	Work progressing on Phase 2. Work to be complete by May 31. Furniture is being reviewed.
Complete design work for Business Hwy 151 improvements	Work is progressing. There was a public information meeting and individual meetings on the impact to businesses. Construction still set for 2021.
Complete Oak St Parking Lot reconstruction	Contract awarded on March 10. Project to be completed in June- July.
Complete second phase of Airport Master Plan	Airport Commission is in the process of reviewing next steps regarding Airport Master Plan.
Complete water and sewer street projects: <ul style="list-style-type: none"> • Third Street - water only • S. Court Street – water only 	Contract awarded March 11.
Complete wastewater treatment plant projects: <ul style="list-style-type: none"> • Aeration system – Blowers and MCC • Standby generator - design • Manhole replacement – West Golf Dr. • Manhole replacement – industrial park 	<p>Aeration system is in design</p> <p>Standby generator is in design</p> <p>Most manholes are replaced as of March 10</p> <p>Manhole replacements to begin when West Golf is complete.</p>
Complete Museum projects: <ul style="list-style-type: none"> • Rock School roof repair and recoat • Hanmer Robbins roof replacement 	<ul style="list-style-type: none"> • Rock School roof repair/recoat bids are in review. • One estimate on the Hanmer Robbins roof has been requested so far.

Upgrade downtown security camera system	Police Department has discussed with PCAN committee about upgrade potentials and is currently reviewing with multiple firms about the project.
Upgrade City IT server operating systems and databases for enhanced security	City Staff continues to work with provider/firms to review potential upgrades to the system.
Complete street reconstruction projects: <ul style="list-style-type: none"> Bradford St (Pine to Irene) Irene St (Hickory to Bradford) Market St (Chestnut to Hickory) 	<p>Bid opening on March 17</p> <p>Bid opening on March 17</p> <p>Award contract on March 24</p>
Fire Station Comprehensive Plan and Conceptual Planning	Draft Version of RFP has been created. Currently in the process of having it reviewed by staff, common council, fire district members and fire department. Work session scheduled for March 24 to review findings, concerns and alternatives.
Support private construction of the Legion Park Event Center in Legion Park	The Legion Park Event Center, which will be officially called the Broske Center, in recognition for a \$200,000 donation from Mary Lou Broske. Construction on the project is projected to wrap up in mid-April with the first events scheduled for mid-May.
Implement DNR grant received for Emerald Ash Borer to remove and replace ash trees on private property	The DNR has extended the grant through the end of 2020. Residents interested in the cost share program can reserve up to \$250 for the removal and replacement of an ash tree on their property.
Business	
Work to encourage the redevelopment of the vacant commercial sites: former McDonald's property, former Swiss Valley property, former truck stop property, Browning motors property, former Steve's Pizza building	Community Development Department continues to work with potential interested investors regarding the available properties. Former McDonald's lot has been approved to develop a Laundromat and further discussion continue with economic development partners such as PAIDC and Main Street Program for other sites.
Collaborate with PAIDC on Industrial Recruiter initiative to facilitate development in the industry park	Working with PAIDC on a potential Request for Information for available lots and current businesses to apply for New Market Tax Credits.
Marketing	
Explore feasibility of Highway 151 billboards to promote the Museums	Research is in the beginning phase.
Install landscaping around the new park signs	Landscaping will take place in the Spring of 2020.
Official roll out of the newly designed City logos	City Manager working with Communication Specialist on logo roll out, marketing and apparel campaigns
Connections	

Schedule roundtable meetings with key partner groups	City Manager has held onboarding meetings with UW-P, Platteville School District, Southwest Tech, PAIDC, Platteville Incubator to continue dialogue of connecting on a regular basis with key partners.
Host third community involvement fair	Community Involvement Fair was held on January 27, 2020 in which City Manager and various council members attending. Well over 30 different groups and organizations attended.
Reconnect with local and regional school districts through updated Museum programs which align with current curriculum standards	Field trip scholarships have reconnected the Museums with Grant County 4 th grades, most of which have participated in the program. Two new programs (Animal House at the Museums and STEAM at the Museums) on early release Wednesdays are updating offerings to include a wider curriculum and now serve middle school students as well as K-5 th grade students.
Reconnect with local and regional scouting troops through development of a merit badge Museum workshop	In progress. An Eagle Scout partnership has resulted in grant-supported construction of framed art racks.
Hold second annual “State of City” presentation and reception with key community stakeholders	Second Annual State of the City was held in January 2020. Positive turnout and the sharing of information occurred.
Implement a Community Resource Officer position jointly with the School District	Interviews are scheduled for 3/18 to select an officer to fill this position; a draft MOU with the School District and a Position Description have been created. A side-letter with the WPPA Union representing the police officers reference the position has been drafted. Once an officer is assigned to the position, they will be scheduled to attend training relevant to the new role.
Facilitate next strategic plan (2020-2022)	Working towards 2 nd quarter to start rolling out a timeline for strategic plan discussions to happen in 3 rd Quarter with 4 th Quarter finalization.
Begin inclusivity conversations with goal of developing an inclusivity plan	City Manager attended the inclusivity conference held by UW-P in February 2020. Held conference call with UW-P staff to start process of creating a committee group to meet on regular basis.
Housing	
Work on zoning ordinance modifications as recommended in the housing study to facilitate housing development	City Staff continues to review and work on implementing this goal.
Develop rental housing conversion, housing rehab and other housing improvement initiatives recommended in the housing study with TID 4 extension funding	City staff has created a loan program and a grant program for the refurbishment of older homes in the community to assist buyers and rental convertors. Will be reviewed by the council on March 24 th meeting.

Review the development regulations for changes that would allow more opportunities for multi-family housing development, allow smaller lot sizes, and allow other varieties of housing	City Staff continues to review and work on implementing this goal.
Employee Relations	
Update City administrative policies and procedures to align with employee handbook and roll-out to staff	City Staff continues to review and work on implementing this goal.
Complete and implement streamlined and enhanced onboarding of new employees	City Staff continues to review and work on implementing this goal. Official new onboarding process has been created and piloted.
Other	
Complete Rountree streambank restoration near Chamber of Commerce building	Due to the presence of endangered cricket frogs on UW-P lands, this project will be one in the window of April 8 – May 19.
Establish Solid Waste/Recycling Task Force for the development and implementation of a plan to address garbage/recycling collection and processing	Working with Common Council President to appoint the Committee.