

2017 City Goals – Q4 Report



Service Delivery

Over 90% of the City’s human and financial resources are dedicated to the delivery of services for Platteville residents and businesses. Those services include, but are not limited to:

- Protecting the safety of residents and visitors by responding to calls for police and fire services, engaging in crime or fire prevention activities and enforcing building codes,
- Maintaining the City’s street, trail and sidewalk network and public transportation system,
- Ensuring that residents have access to reliable and safe water and sewer services,
- Promoting the health, well-being and enrichment of residents by maintaining city parks, operating the aquatic and senior facilities, managing library resources and providing educational and recreational programming.
- Supporting our democracy with open decision-making, citizen outreach, transparent records, fair elections and by adhering to city, state and federal laws,
- Protecting property values through the enforcement of zoning and property maintenance codes,
- Promoting the region’s history and assisting with building tourism,
- Supporting economic development initiatives, and
- Planning for future infrastructure needs.

The 2017 and projected 2018 budgets call for funding reductions in certain service areas due to the City’s financial condition and the pressing need to adequately fund the City’s capital improvement plan. Most of the budget reductions are targeted for 2018 to give staff and citizen advisory boards adequate time to plan. City staff will report on the progress in each of the following service areas targeted for reduction:

Targeted Area	Progress as of December 31, 2017
City Manager Office	The FT Deputy City Clerk and PT Executive Assistant roles have been combined into one position, resulting in the reduction of .5 FTE
Rountree Gallery	The Rountree Gallery has ceased as a City function and is reforming as a non-profit entity. The Gallery has left the Rock School and has office space in City Hall. Exhibition rails in the new library are being used as display space. Once the appropriate governance structure is in place, City staff recommends that ownership of the collection and related trust monies be transitioned to the new entity.
Museum	The Museum reviewed their plans for 2018 operations during a council work session on February 14. The plan outlines four strategic areas: maintaining education programs, updating collection storage and data, emphasizing the uniqueness of

	<p>the mine and fundraising. The Museums completed a review by the American Alliance of Museums, which identified possible goals to improve operations. Museum Curator Stephanie Saager - Bourret will retire at the end of October. To date, \$46,000 of the \$50,000 museum fundraising goal has been raised. Museum hours have been adjusted for the winter season. The annual Christmas program and train exhibit were discontinued so that staff could focus on the Museums' core mission and collection care.</p>
Senior Center	<p>The Senior Center has relocated to the OE Gray building in September. To date, the Senior Center and Platteville Area Senior Services (PASS) have raised \$23,000 towards rent and other expenses at the new building. The Senior Center received a \$5,000 grant to assist with renovations at the new space and a \$15,000 grant from the Eckstein Foundation to offset transportation expenses.</p>
Street Division	<p>Nick Seng was hired as the new Street Superintendent. Two staff retired this fall and one position was not replaced. CDL licensure was added as a requirement to the cemetery position to help with snow removal. The City Manager and Public Works Director will be working more closely with this team to address work planning.</p>

In addition, the City must comply with new MS4 storm water regulations now that the City's population exceeds 10,000. As part of the effort to improve the City's financial performance two additional initiatives are underway. The City is converting its phone system to VOIP (voice over internet protocol). This change will both improve service and reduce costs starting in 2018. The City is revising its financial policy and engaging an investment services manager to improve the performance of the City's financial portfolio.

Operational Goals	Progress as of December 31, 2017
NEW: Implement MS4 stormwater regulations	<p>Basic ordinances related to Erosion Control, Post-Construction Storm Water Control and Illicit Discharge were passed on February 14 with fees and penalties on February 28. The first Annual Report was submitted on March 31. Staff attended training on storm water inspection techniques. Delta 3 has created forms and they are being used. Delta 3 and our GIS consultant, Symbiont, have updated the GIS layers. Delta 3 has conducted inspections and has provided a draft copy to Staff for review prior to submitting to the DNR. Emma Cleveland has been hired to assist with developing a stormwater education plan and related documents.</p>
NEW: Convert to VOIP phone system	<p>The transition to the new VOIP phone system is complete. Staff are continuing to work with Century Link to resolve billing issues and eliminate unnecessary lines.</p>

NEW: Move to managed investment services	Council approved a revised investment policy in July and \$3,750,000 has been placed with Ehlers for longer-term investment.
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Strategic Priorities

The Common Council partnered with City staff to create a three-year strategic plan for 2017-2019 period. The plan identifies six priority areas for the City's limited discretionary time and money. The areas are financial sustainability, business, marketing, connections, housing and employee relations. The 2017 goals related to these strategic priorities are highlighted in the table below.

Strategic Goals	Progress as of December 31, 2017
Complete long range financial plan.	The Common Council has held five work sessions on the long range financial plan this year. As a result of the planning process, the Common Council approved a bond issue to restructure some of the existing City debt.
Complete budget that meets Government Finance Officers Association (GFOA) criteria for "Distinguished Budget Presentation Award".	The budget document is completed and posted on the City's website. The City received the Government Finance Officers Association's (GFOA) "Distinguished Budget Presentation Award" in August.
Continue work with Downtown Parking Task Force.	The DT Parking Task Force worked with a UW-P senior design team to update the 2012 parking study in light of new and proposed developments. Staff presented these recommendations as well as draft marketing materials to the Council in June. An open house on the proposed changes was held October 19, in addition to an online survey. The Common Council approved some recommendations in December but tabled the Mineral Street lot for consideration in January 2018.
Complete build out of City website, including community calendar and email list service.	The City's new website was launched in January. Staff continues to add content and promote special features, such as the community calendar and email subscription service.
Initiate branding efforts through NEA "Our Town" grant (if grant awarded).	The City was notified it received the grant in June. Angie Wright has been hired as project coordinator. Community-wide data on Platteville's assets is being collected.
Schedule roundtable meetings with key partner groups.	A joint work session with UW-P staff was held in September. A joint session with the School Board was held in December.
Develop community event aimed at building connections between different types of residents.	Platteville participated in YP (Young Professionals) Week. The City sponsored a kickball tournament, Business After Hours at the Museum and a trail clean-up project. The

	National Mississippi River Museum and Aquarium will be holding special events in our auditorium starting this fall.
Host "Involvement Fair" to promote connections and volunteerism.	The Library is intending to host a fair on January 27, 2018. Staff will be promoting the event in 2017 by visiting with local service organizations and community groups.
Continue work on the redevelopment of former Pioneer Ford site.	The City signed an agreement with General Capital for 71-unit mixed-use apartment building. The project received WHEDA tax credits and is moving forward with construction expected to start in early 2018. Site demolition has started and will be completed in early 2018.
Explore sale of City-owned lots.	The lots were sold to developer Dan Wedig to construct a duplex. Construction started this fall. Proceeds from the sale were used to compensate townships for their portion of the EMS building and to partially fund a housing study.
Update employee handbook and related policies.	Staff has begun to review the current handbook.
Review paid leave benefits.	Staff have made some adjustment to the paid leave policy, instead of accruing vacation "up front", new hires will earn vacation each pay period (similar to sick leave).

Capital Projects

Project	Progress as of December 31, 2017
Completion of the Library Block	The Library opened in late June; the hotel and clinic opened in October
Reconstruction of Ellen and Laura Streets	Street reconstruction is completed. The Fire Station driveway was also replaced as part of the project.
Reconstruction of Elm Street	Street reconstruction is completed.
Implementation of the lead service line removal grant	The Council approved the general policy in March and over 321 homeowners have signed up for the program. 186 owners have completed the program and received reimbursement. The City received the second round of grants for a total of \$510,000.
Installation of air exchangers in City Hall	Not started. Staff are currently reviewing this project in light of future City Hall remodeling plans.
Reconstruction of Water Well #4	Engineering proposals have been received (April 3). Strand Associates has begun design work. Staff and Strand met with PSC and DNR to begin the approval process.
NEW: Outdoor Fitness Center	The Council approved the addition of an outdoor fitness center on city property adjacent to the Rountree Branch Trail. The Fitness Center was completed in June. The Fitness Center was privately funded and installed as a gift to the city.

NEW: Reconstruction of Mineral Street Parking Lot	The Council added this to the City's 2017 capital plans. Based on high bids due to late-in-the-season timing, staff is recommending that this project be deferred to 2018.
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2018 City Goals

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Targeted Area	Progress as of
Museum	
Senior Center	
Street Division	

Strategic Priorities

The Common Council partnered with City staff to create a three-year strategic plan for 2017-2019 period. The plan identifies six priority areas for the City’s limited discretionary time and money. The areas are financial sustainability, business, marketing, connections, housing and employee relations. The 2017 goals related to these strategic priorities are highlighted in the table below.

Strategic Goals	Progress as of...
Business	
Implement recommendations of Downtown Parking Task Force.	
Apply for grant for Business Hwy 151 sidewalk improvements.	
Quarterly library programs that target individuals seeking to start or grow a businesses or job seekers.	
Marketing	
Pursue PATH project funded through NEA "Our Town" grant	
Implement branding with new park signs, banners and hanging baskets	
Develop at least two "contests" to promote the city	
Develop testimonials to promote on social media and website	
Connections	
Schedule roundtable meetings with key partner groups.	
Host first community involvement fair	
Hold first annual "State of City" presentation and reception with key community stakeholders	
Develop three new auditorium events designed to attract different audiences	
Housing	
Continue work on the redevelopment of former Pioneer Ford site.	
Complete housing study.	
Reinvest available housing funds based on housing study recommendations	
Employee Relations	
Update employee handbook and related policies.	
Review paid leave benefits.	
Recruit and onboard anticipated vacancies due to retirements.	

Fiscal Sustainability	
Conduct training for staff on use of state purchasing contracts.	
Develop a city-wide equipment replacement schedule.	
Evaluate automated time and attendance module for payroll for potential implementation.	
Review student process studies for purchasing, rental inspections, and seasonal employee onboarding and implement related changes.	
Potentially lease City Hall Space currently housing clinic.	
Other	
Complete Parks Master Plan.	
Continue implementation lead service line replacement loan forgiveness program	
Evaluate grants for Rountree Branch flooding, Business Hwy 151 sidewalks, Public Transportation Bus Replacement	

Capital Projects

Project	Progress as of
Airport Ramp Resurface	
Airport Fuel Farms	
Pine Street (Water to Virgin)	
Virgin Avenue (Main to Bus 151)	
Lutheran Street (Mineral to Furnace)	
Mineral Street Parking Lot	
Legion Field Parking Lot	
Hillside Cemetery Street	
Prairie View Soccer -Phase 1	
Art Hall Challenge	
Bike Lanes	
Pickle Ball Courts	
City Hall Exterior Stone Work	
City Hall Interior Remodel Work	

Regulatory Compliance

Targeted Area	Progress as of
Implement MS4 Stormwater Regulations	
Complete revaluation process for City tax assessments	