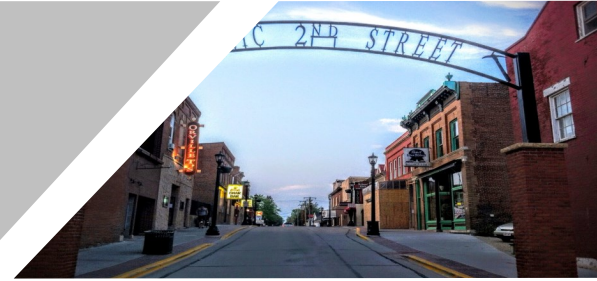


Strategic Plan: 2021-2023



City of Platteville, Wisconsin

Created in coordination with the residents, Common Council, and City Staff



Introduction

Brief History



Platteville is nestled in the Driftless Area of the Upper Mississippi Valley Mining District, the present-day area encompassing the City of Platteville was home to the Mesquaki, Sauk, Ho-Chunk, and Dakota peoples long before the first permanent Euro-American settlers arrived in the area in the 1820s. In the spring of 1827, a few miners arrived following reports from prospectors who had noted lead deposits in the region.

The village economy continued to rely on the lead mines through about 1850 when reduced lead production and the draw of the California gold rush caused mining activity to rapidly diminish. The community continued to prosper, however, due to a transition to zinc mining and production. The community was enhanced with flourishing agriculture in the surrounding area and the establishment of the Platteville Academy and the Wisconsin Mining Trade School (the combination of which is today's University of Wisconsin-Platteville), which drew students from throughout the region.

The Main Street district is the center of the community. It continues to provide businesses and commercial services to fulfill the needs of the City, the surrounding farms and the UW-Platteville. Its governmental buildings continue to serve the City from this district, and it is home to the Public Library, The Mining & Rollo Jamison Museums, historic Second Street restaurants and bars, and numerous small businesses – all of which provide atmospheric gathering places for visitors and community members alike.



Inclusivity Statement

The employees, volunteers and elected officials of Platteville are committed to a community governance and work environment that values and supports equity, diversity, and inclusion.

We believe in equity. We work to break down systems of oppression, bias and hate to achieve a society where everyone has the opportunity to thrive.

We believe in diversity because our commonalities and differences are both assets. We reject barriers that limit and divide us, and we reject bias against any person or group.

We believe in inclusion. We believe the best outcomes will be achieved when community members participate in the decision-making process.

We support the creation of a task force to discuss issues of equity, diversity, and inclusion. Such a task force will be an incubator for policy and decision-making recommendations to be reviewed by employees, volunteers, and elected officials of Platteville.

Collectively we will strive to learn about equity, diversity, and inclusion; and promote acceptance of the differences of others within our workforce and our community.



The City of Platteville affirms its dedication and commitment to equity, diversity and inclusion because these values make us a desirable and strong community





Creating The Plan

Community Engagement

On August 4, 2020, the City of Platteville hosted a Community Engagement Session to hear what the community members thought should be city goals for the next 3 years. In the meeting, community members could express what they felt were important values for our community in different areas. City Staff and Council Members held a special Common Council work session on August 18, 2020 where they reviewed the feedback expressed by community members, had an opportunity to provide their own ideas and vote on items which were established into the final city goals.



Strategy Brainstorming

- Review Other Strategic Plans
- Develop City Goals
- Identify Community Strengths

Phase
01

July-August

Community Dialogue

- City Survey
- Community Dialogue Session
- Reevaluate City Goals

Phase
02

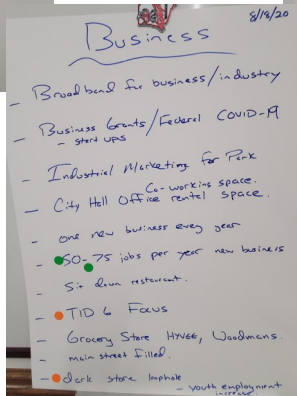
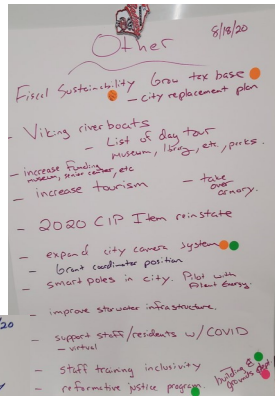
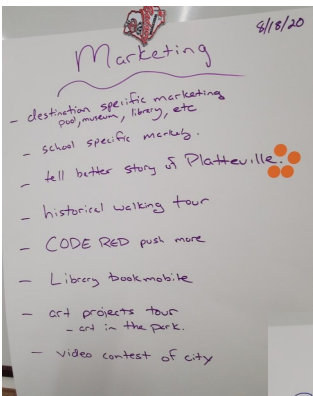
August-Sept.

Finalizing Plan

- Finalize City Goals
- Develop Milestones to Hit
- Communicate Plan to Stakeholders

Phase
03

Sept.- Oct.



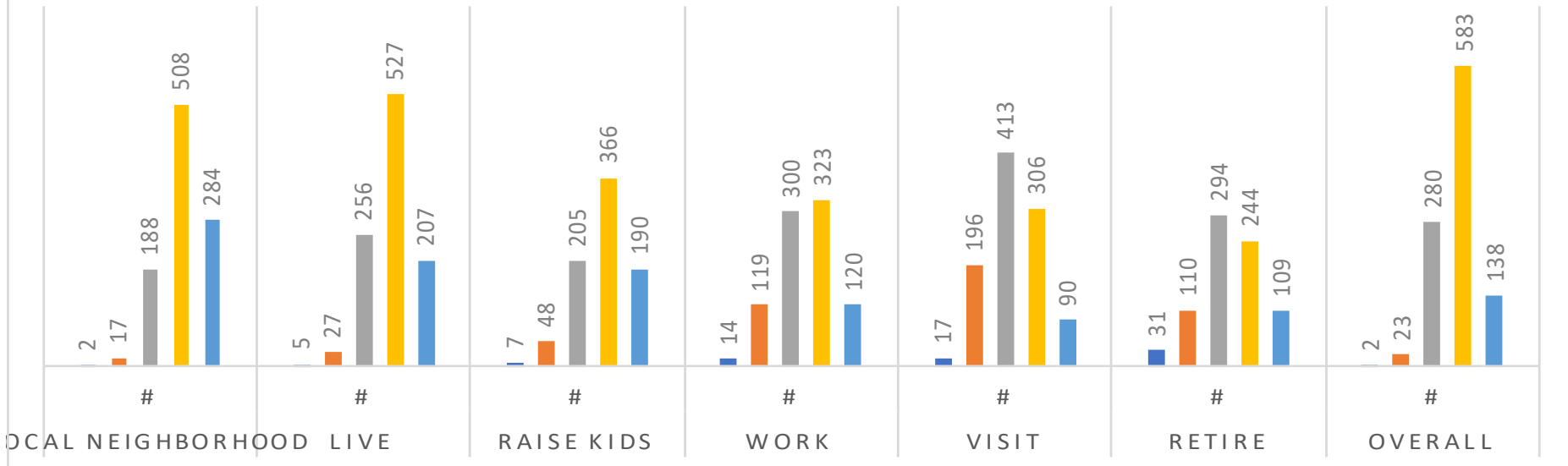
Community Survey

Survey Results

For over a month, the City of Platteville conducted a city survey to increase community engagement. Dr. Will LeSuer with UW-Platteville was instrumental in helping the City with the creation of the survey and also continuing to provide updates to staff and the common council on the results with updated graphs and information which has been incorporated into this final document. The survey asked residents, college students and business owners to rank areas of Platteville. Under quality of life in Platteville 50.9% of survey takers ranked local neighborhood as being good for Platteville regarding and 51.6% ranked Platteville as a good place to live. An area of emphasis to improve would be the perception of Platteville as a place to visit which received the lowest average total of 3.25 out of 5.

FIGURE 1 - QUALITY OF LIFE IN PLATTEVILLE

■ 1=Terrible ■ 2=Poor ■ 3=Average ■ 4=Good ■ 5=Excellent

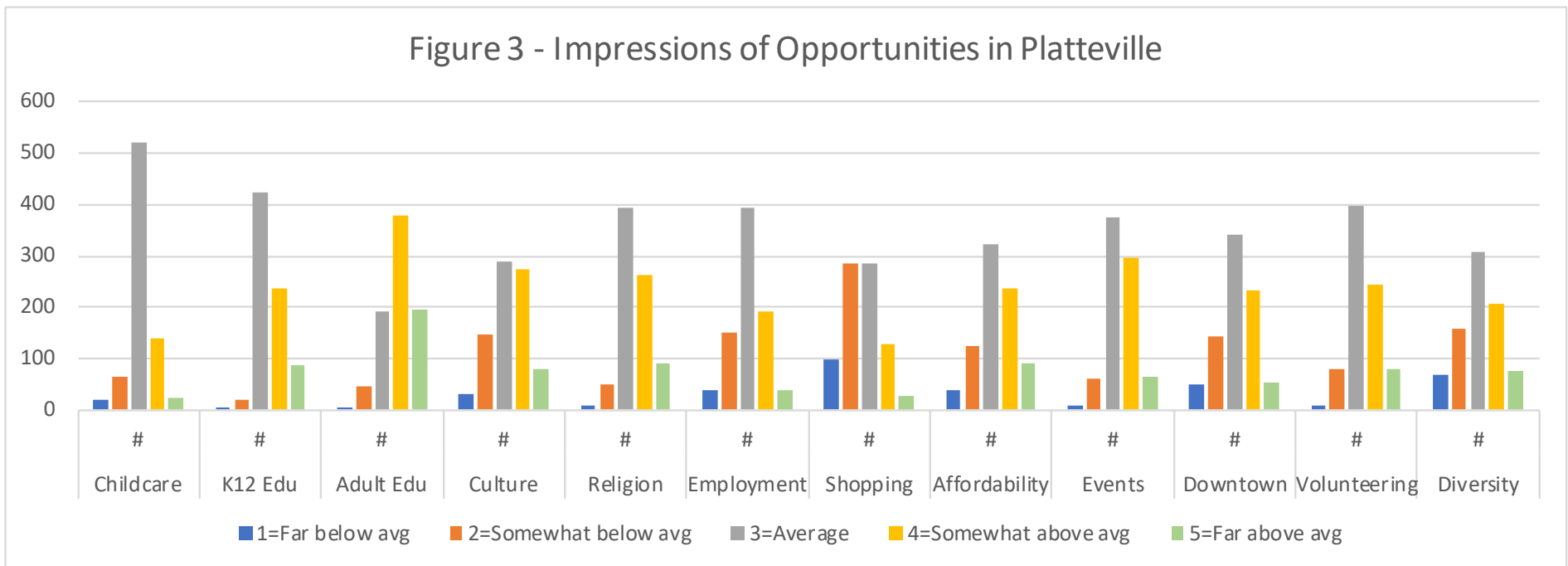


Community Survey

Survey Results

Survey respondents were also asked to provide their impressions on opportunities available in Platteville and rank certain areas from 1 being far below average to 5 being far above average. Opportunities for adult education and K12 education received the highest average ranking at 3.87 & 3.46 out of 5. An area requiring future emphasis will be on the opportunity for shopping which received an average ranking of 2.63 out of 5.

Figure 3 - Impressions of Opportunities in Platteville

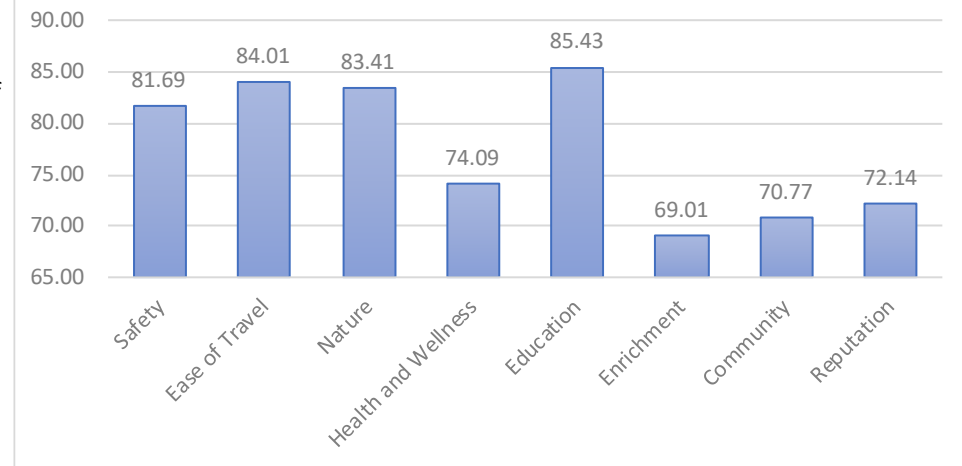


Community Survey

Survey Results

- Survey respondents when asked to provide their impression on local issues ranked education, safety and ease of travel above 80 on a scale of 0 being the worst and 100 being the best.
- Areas of emphasis to improve on would be enrichment, community and reputation which received the lowest rankings.
- Respondents overall were satisfied with services provided in Platteville. No service averaged below 3.0 out of 5. Fire, Trash and Library were highest on the satisfaction scale. Code enforcement ranked among the lowest and is an area of future emphasis for the city.
- Most respondents wanted to be updated via Facebook (49%), emails (50%) and the website (39%)
- Respondents who reported demographic information:
 - 96.4% identified their race/ethnicity as white
 - 53% of respondents were men and 45% were women
 - 50% of respondents identified in the age group of 18-24
 - 20% of respondents identified in the age group of 35-54
 - 2/3 of respondents lived in the city and 1/4 of respondents lived on campus
 - Respondents who rent or own were split 50-50
 - 2/3 of respondents lived in one-family households
 - About half of respondents live with a spouse, about 1/5 of respondents live with children
 - 70% of respondents work in the city.

Figure 2 - Means of impression of local issues (0=worst, 100=best)



Community Survey

Survey Results

During the strategic planning process city staff and council members were tasked with thinking about what they would like to see the City of Platteville do or focus on in the first six months of 2021? What they would like to see accomplished by the end of 2023? Finally they were tasked with thinking about if what could be accomplished if money were no object? Survey respondents were given an opportunity to provide feedback on these three questions and the majority of responses focused on the following:

- Economic Development where respondents asked for a new restaurant/businesses.
- A new fire station or upgrades to the current facility
- A community center
- Improved focus on marketing, community storytelling and events.
- Street repairs
- Increased diversity and inclusion efforts
- Affordable housing, housing stock
- Support for museum and arts
- Increased broadband



Community Survey

Strategic Planning Framework

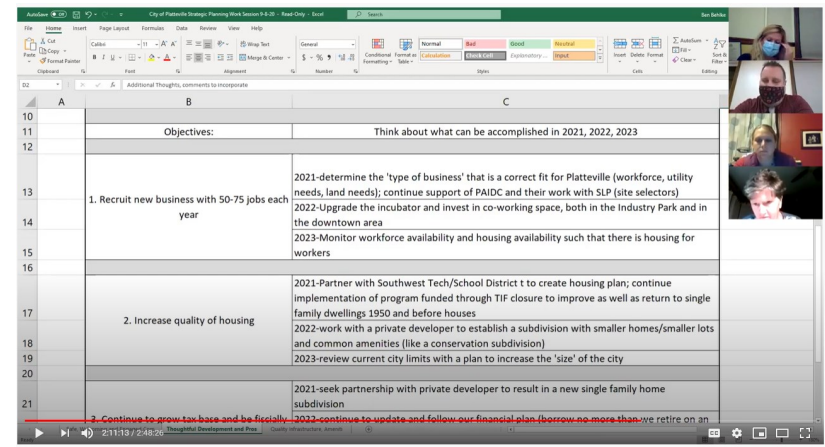
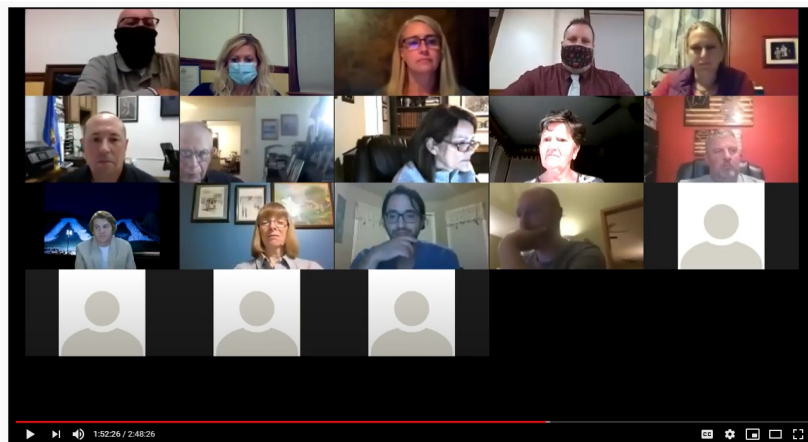
During the September 8, 2020 Common Council meeting a work session was held to establish the strategic planning framework. Based on feedback received during the community engagement sessions, strategic planning survey and council/city staff work session, the city manager provided the common council with draft critical success factors, and a list of strategic initiatives.

The community value success factor created were:

- Safe, Welcoming and Engaged Community
- Thoughtful Development and Prosperous Economy
- Quality Infrastructure, Amenities, and Services

Led by the City Manager, staff organized priorities for each critical success factor, and developed action steps to achieve each of these important organizational goals. This action plan identifies key tasks necessary to accomplish each initiative, and establishes a timeline for major milestones.

The resulting Strategic Action Plan was formally adopted by the Common Council on TBD.



09-08-2020 Platteville Common Council Meeting

Community Value Success Factors: Safe, Welcoming and Engaged Community

Goal

We are a City that : commits to being a family-oriented, inclusive City; prides itself on engaging community stakeholders; creates a small town feel with medium sized amenities; employs proven and innovative public safety techniques; and ensures community aesthetics that are not only environmentally mindful, but that also maintain and enhance property values.

1. New/Updated Fire Station

2021- Complete Fire Department Analysis and start implementing recommendations. Promote findings to the community and gather input. Start fundraising discussions with local grass roots organizations, state and federal legislators

2022- Complete fundraising campaign, Solicit bidders through RFP Process.

2023- Begin construction or set deadline for construction



3. Create Inclusivity/Diversity Committee

2021- Recruit volunteers from a broad perspective to serve on this committee: minorities; elderly, youth, businesses, faith community and educators.

2022- Set goals to move the community ahead in all areas of inclusivity and diversity. Set objectives/timelines to accomplish goals.

2023- Host an event to recognize city volunteers, feature volunteers in city communications.

2. Tell Better Story of Platteville

2021- Coordinate a community-wide marketing theme by organizing a subcommittee with community partners such as UWP, School District, Main Street, Platteville Regional Chamber of Commerce, PAIDC, Platteville Incubator and local businesses

2022- Continue to update/revise community marketing approach. Look at budgets to coordinate shared marketing campaign

2023- Involve volunteers in telling our story-actively seek articles/vignettes from volunteers, create potential in service days to build cohesion

4. Increase Focus on Promoting Platteville History/Historical Preservation

2021- Work on a marketing/mission statement plan that will increase the visibility of the importance of our history. Celebrate Historic Preservation Week.

2022- Develop a storyline that can be incorporated into a flyer and posted on all websites that highlights various components of our history.

2023- Develop a budget line item to coordinate and promote our history and emphasis on historic preservation



Community Value Success Factors: Thoughtful Development and Prosperous Economy

Goal

We are an economic development organization that: fosters relationships with both existing and newly-emerging business sectors; encourages & attracts new business start-ups of any scale; prioritizes appropriateness of land use in our economic development decisions; and leverages our existing economic assets wherever we can.

1. Recruit new business with 50-75 jobs each year

2021– Determine the 'type of business' that is a correct fit for Platteville (workforce, utility needs, land needs); continue support of PAIDC and Grant County Economic Development and their work with SLP (site selectors)

2022- Upgrade the incubator and invest in co-working space

2023- Monitor workforce availability and housing availability such that there is quality housing for workers

3. Continue to grow tax base and be fiscally responsible.

2021- Seek partnership with private developer to result in a new single family home subdivision

2022– Continue to update and follow our financial plan (borrow no more than we retire on an annual basis)

2023– Seek technologies that help to streamline work such that additional staff are not required

2. Increase quality of housing

2021- Partner with Southwest Tech/School District to create housing plan; continue implementation of program funded through TIF closure to improve as well as return homes to single family dwellings built before 1950. Create Task Force for new homes/subdivisions.

2022-Work with a private developer to establish a subdivision with smaller homes/smaller lots and common amenities

2023-Review current city limits and establish a growth plan to increase the 'size' of the city.





Community Value Success Factors: Quality Infrastructure, Amenities, and Services

Goal

We are an organization that: leverages our current proximity to , yet seeks to enhance, multi-modal transportation in the future; supports and improves our existing roadways and capital assets; strives to provide a comprehensive range of public service at the best possible value-proposition achievable; and invests in community facilities that both increase aesthetics of the City and demonstrate an optimal quality of life experience for our residents.

1. Community Center for Seniors/Youth

2021-Create Community Center Steering Committee to 'define' community center. Review potential to start Supervised Playground Program similar to City of Green Bay.

2022-Develop business plan for community center to include funding plan to develop center and ongoing plan to keep the center solvent (income must balance with expense); seek start-up funding

2023-Determine potential location for community center and set date for opening.

3. Museum Upgrades

2021-Re-Roof the Hamner Robbins building; get historic designation at both the federal and state level for both building on the campus

2022-Continue collection documentation and develop a list of 'needed' items to complete the collection (while decommissioning items that don't fit)

2023-Develop additional inground mine and hands on displays.

2. Improve Broadband Services

2021- Develop an in-depth understanding of PCAN including what is and/or is not possible through this community access network; 'court' additional broadband vendors

2022-Work with legislators/state government to create laws that give the public more options (ie, breakup the current monopolies and territories)

2023-Have high speed internet available to every home in the City, at a reasonable cost

4. Expand City Camera Systems

2021- Interview experts on city camera systems with the goal of formulating a plan to expand the city camera system. Upgrade cameras planned in 2020 capital budget

2022- Create long term city camera system upgrade plan

2023- Roll out addition of camera system upgrades.



Strategic Plan: 2021-2023



A Plan By the City

For the City

City of Platteville,
Wisconsin

Created in coordination with the residents, Common Council, and City Staff

