

2021 City Goals – Action Steps

Strategic Priorities

The Common Council partnered with City Staff to create a three-year strategic plan for 2021-2023. Based on feedback received during the community engagement sessions, strategic planning survey and Council/Staff work session community value success factors were established. The community value success factors created were: Safe, Welcoming and Engaged Community, Thoughtful Development and Prosperous Economy, and Quality Infrastructure, Amenities, and Services. Led by the City Manager, Staff organized priorities for each critical success factor, and developed goals to achieve each of these important organizational factors.

Community Value Success Factor	
Safe, Welcoming and Engaged Community	
Complete Fire Department Analysis.	Fire Department Comprehensive Analysis was presented to Common Council and City Staff during Feb. 23, 2021 Common Council Work Session.
Create timeline to implement Fire Department Analysis recommendations.	City Manager and Fire Chief are continually meeting to review implementation of summary of recommendations referenced in Section 2, Pages 42-44
Create marketing campaign for Fire Department Analysis to provide findings to community.	Fire Department Comprehensive Analysis document has been uploaded to City website under Fire Department Page. 53818 Summer Newsletter Article has been created with information update for residents to review findings.
Start New/Update Fire Department fundraising discussions with local grass roots organizations, county, state, and federal legislators.	City Manager attended Rep. Tranel and Senator Marklein budget listening session in which he was able to discuss with them future needs of the Fire Department. Copy of Fire Department analysis has been sent to each of them. Planning to hold individual meetings with them as well as Rep. Kind's office about funding from state and federal government.
Hold monthly TIDE (Taskforce for Inclusivity, Diversity and Equity) Meetings.	TIDE taskforce held its first meeting January 26 and has followed up with a February 25 meeting. The group is looking to meet more than once a month moving forward.
Begin conversation of TIDE hosted event in 2022.	TIDE has started conversations on reviewing what events could be hosted in 2022.
Create a marketing/mission statement that will increase the visibility of the importance of our history.	Common Council is currently reviewing a mission statement and will be looking to make final decision at future Council meeting.

Celebrate Historic Preservation Week.	Slated to occur on April 25-May 1, 2021. City Staff will be working to promote department themed historic preservation information on social media channels.
Coordinate a community-wide marketing theme by organizing a subcommittee with community partners such as UW-P, School District, Main Street, Platteville Regional Chamber of Commerce, PAIDC, Platteville Incubator and local businesses.	City Manager and Communication Specialist have created two separate marketing themes. The Platteville Pickaxe series and the Living Local and Loving It to represent being able to reach the multiple groups within this goal. We have already kicked-off a video for each series and are working on creating a calendar for the remainder of the year.
Begin discussions of 2022 City of Platteville History Flyer and information to publish on City website.	Have held preliminary discussion on this goal. Will be looking to finalize later in 2021.
Thoughtful Development and Prosperous Economy	
Continue Support of PAIDC and Grant County Economic Development and their work with SLP (site selectors).	City continues to support this initiative by being involved in discussions with site selectors.
Begin discussion with Platteville Incubator on upgrades to facility with focus on creating co-working space.	City Manager has attended multiple building committee meetings for upgrades. Incubator board authorized moving forward with upgrades and demolition ceremony occurred on March 29, 2021. Plan is to have remodel done by fall.
Have Planning Commission partner with task force for updates to homes/subdivisions regulations.	Plan commission will be starting to review subdivision regulations during their April meeting.
Begin discussions of RFP process to partner with developers on creation of new single family home subdivision.	City Staff continues to meet with various developers and landowners regarding creation of new single family home subdivision. Hope to have more finalized in Q2 & Q3.
Begin discussions with Southwest Tech/School District to create housing development plan.	Will be reaching out to organizations later in 2021 to begin dialogue.
Continue implementation of program funded through TIF closure to improve as well as return homes to single family dwellings built before 1950.	The TID extension resulted in approximately \$236,000 in funds. Three rental conversion projects have been approved to date. 360 E. Lewis received a \$10,000 grant and construction is complete. 175 Jewett received \$8,700 so far of the \$10,000 grant that was approved, but the project is still underway. 921 E. Madison was approved for a \$10,000 grant but has just started construction and has not received any funds yet.
Work with PAIDC and Grant County Economic Development to bring new business to industrial park.	Cummins Development Agreement was officially signed on March 26, 2021.
Completion of Financial Software System Upgrade.	Implementation of the Accounts Payable module upgrade is scheduled for May/June and the Budget module upgrade for June/July.

Begin review of CIP process/Budget process to incorporate updates and procedures into budget process.	City Manager has created a new CIP process and will be rolling out to Staff for review in Quarter 2 with plan to implement in Quarter 3.
Quality Infrastructure, Amenities, and Services	
Create Community Center Steering Committee to 'define' community center.	City Staff has met with a resident who has a group of individuals interested in discussing further about defining the needs of a community center. City Staff is looking to set up exploratory meeting with YMCA of Dubuque to gauge interest.
Review potential to start Supervised Playground Program like City of Green Bay.	Two Staff members have been hired and we intend to start a "Recess" program this June. The program will take place immediately following summer school from 3pm to 5pm in Smith Park.
Re-roof the Hanmer Robbins School Building.	Received notification project was approved by Department of Administration for up to \$367,776 in CDBG-CL-PF funds to be utilized to re-roof the building. Plan is to move forward with project this summer.
Apply for historic designation at both federal and state level for Museum campus buildings.	Nomination for the National and Wisconsin Registers of Historic Places is Complete. We are now waiting to hear back with a response, expected this summer.
Create official City message to send to broadband providers for recruitment.	City Staff has been working with various local leaders and organizations to recruit broadband providers.
Have PCAN present during a work session to Common Council to gain better understanding of community access network.	PCAN presented to the Council at the March 23, 2021 Common Council meeting.
Upgrade cameras planned in 2020 Capital Improvement Budget.	We are exploring the option of taking part in a pilot program with Alliant Energy which would result in the installation of "smart poles" which would have many innovative features including cameras. Tentatively, the poles would be installed on Main Street from Water Street to Hickory Street and on 2 nd Street from Main Street to Furnace Street
Interview experts on City camera systems and potentials.	We are waiting to see if the smart pole initiative is going to become a reality. The data retention requirements will dictate the server size and memory requirements for the server we will need to purchase. We also want the computer server we purchase to accommodate any and all additional cameras which will be replaced or added to our City system in the foreseeable future
Begin discussions towards a long-term plan to expand the City camera system.	The City's existing 4 cameras are aging and in need of updating. We would like to replace them, make use of the smart poles if this is an appropriate fit for our community, and add additional cameras in identified key locations. This will be done incrementally and the server we plan to purchase will serve as the backbone for the camera system.

Complete the hiring and onboarding of HR Specialist Position.	Chad Wilson officially started as the new HR Specialist on 3/29/21. He is in the process of beginning onboarding.
Completion of Campground Improvements & Expansion.	Parks Staff will start shaping six additional sites on the north side of the drive in Mound View Park. Once they are roughed in an electrician will add electrical hookups. Our intent is to finish off the new sites before starting to renovate the existing sites.
Completion of Dairy Day Shed Improvements.	One contractor has completed a quote and we expect at least one additional contractor to bid for the project. Staff will review and select the lowest responsive bidder.
Completion of Tennis Court Resurfacing.	Owens Excavating was the low bidder for the tennis court resurface, with a low bid of \$26,965. This work will be completed in conjunction with the pickleball project.
Completion of Dewey Street Repair.	The contract was awarded and came in under budget. There will be a Public Info meeting on April 5 with construction to begin the week of April 12 starting on the west end.
Completion of Deborah Court Storm Sewer Ditch Restoration.	The contract was awarded with Alternate B. There will be a Public Info meeting on April 8 with construction to start soon thereafter.
Completion of Business Highway 151 Project.	The DOT has not scheduled a preconstruction conference as of 3/31. Some utility relocations have begun.
Completion of Museum Train Safety Rail Replacement.	The Museum Director is awaiting completion of The Kubala Washatko Architects comprehensive plan for guidance on location and design, and then will work on contracting this work.