

2022 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	
Begin fundraising campaign for New/Updated Fire Station and discuss creation of RFP process for bidders.	The City of Platteville has received \$7,000,000 in federal assistance thru the omnibus federal legislation. City Staff is reviewing submitting for USDA Rural Development Loans and Grants and plans to meet with representatives in quarter 2 regarding funding opportunities. City Staff have issued an RFP for architectural services due on March 31. City Staff will be working with Building Committee to recommend firm to Common Council.
Have Joint TIDE/Common Council Meeting to set objectives and goals for community to achieve in all areas of inclusivity and diversity.	Joint work session scheduled for Tuesday, May 10.
Continue to create Living Local and Loving It/Platteville Pickaxe Marketing Videos.	Communication Specialist Richards is working with Platteville Senior Center on Pickaxe Video. Also, she is working with Staff on video to go in unison with proclamation for library week.
Create annual marketing line item into 2023 City Budget to provide for future marketing investments.	City Staff is currently reviewing marketing budget to be placed into 2023 City budget.
Partner with Platteville Economic Development Partners on the creation of a shared marketing campaign.	Platteville Main Street enlisted the help of a marketing consultant who spent March 10 & March 11 of this year in Platteville reviewing the community and providing a marketing theme and recommendation. The Platteville Economic Development Partners (PEP are in the process of reviewing the information and determining a shared marketing campaign. PEP is also working on a joint event being planned for possibly October 9.

Develop a historical storyline that can be incorporated into a flyer and posted on all websites that highlights various components of Platteville’s History.	Planning to focus on this in quarter 3 & 4 of 2022
Officially adopt a City of Platteville Motto and Tommyknocker Logo.	Communication Specialist Richards and City Manager Ruechel are reviewing the submissions for Motto and Tommyknocker logos. The Tommyknocker logo has been taken to the TIDE Committee and will be taken to the Museum Board for review before presenting to the Common Council. The goal is to finalize these in 2022 and officially start utilization in either late 2022 or 2023.
Thoughtful Development and Prosperous Economy	
Recruit new business with 50-75 jobs each year.	Ongoing.
Conduct RFPs for municipal service providers. (Audit, assessors, financial advisors, bus service, etc.)	City Staff is in the process of creating RFPs for various service providers. Hope to have finalized in Q2 and out for potential bids.
Work with a private developer to establish a subdivision with smaller homes/smaller lots and common amenities.	Ongoing.
Work with City Staff on creation of a long-term City of Platteville staffing analysis for adoption and implementation starting in 2023.	City Manager Intern is in the process of finalizing an organizational chart comparison of various municipalities compared to the City of Platteville. In April the City Manager and Human Resource Specialist plan to kick off this review with the Museum.
Quality Infrastructure, Amenities, and Services	
Work with Platteville School District, YMCA, and Park and Recreation Committee on the creation of a business plan for a community center.	Director Lowe and City Manager Ruechel met with PSD Superintendent Boebel about their referendum plans for future community center type spaces. City Staff continues to meet with YMCA representatives about partnership opportunities for a community center. City Staff plans to start conversations with the Parks, Forestry, and Recreation Committee in Q2 and Q3 about the development of a plan.
Continue museum collection documentation and develop a list of “needed” items to complete the collection (while decommissioning items that don’t fit)	Ongoing.
Hold an open forum with county, state, and federal legislatures to discuss law changes that would give public more access to improved broadband services.	City Manager Ruechel is in the process of working with key legislative staff members to schedule a meeting to occur in either Q3 or Q4 of this year.

Complete 2022 CIP Street Projects. (Cedar, Gridley, Hickory)	All three projects have gone out for bid and are currently being reviewed by Common Council. Plan is to award and start construction in Q2 and Q3 of 2022.
Complete 2022 CIP Water/Sewer Projects (WWTP Upgrades, UW-P Upgrades, Main Street Culvert, etc.)	Currently reviewing bid portion of projects with Common Council and UW-P Upgrades are awaiting review by SBC of UW System. Goal is to award and start construction in Q2 and Q3 of 2022 for most projects and potentially do UW-Platteville project as soon as SBC grants approval.
Complete 2022 CIP Park Projects (Field Shade Canopies, Rookie Fields, Legion Parking Lot)	Received DOA grant for Legion Parking lot and plan is to have completed by end of 2022. Other Park related projects plan to work on in Q2 and Q3 of 2022.
Complete 2022 CIP Museum Projects (Preservation Plan, Energy Audit, Museum Safety Upgrades)	Ongoing
Create City of Platteville long-term camera system upgrade plan and start Phase 1 of installation in 2022.	City Staff have created a draft RFP which is being reviewed by UW-Platteville ITS. Goal is to issue RFP in Q2 and start plan and process in Q2-Q4 of 2022.
Create and implement Campground Registration System for Moundview Park.	Recreation Coordinator Bartels has uploaded campground sites to be reserved on Active Net and plan is to have them available for campground season opening in May of 2022.
Work with Inclusive Playground Organization on planned completion of inclusive Playground for opening in 2022.	City of Platteville was awarded a DOA CDBG Grant of 2.2 million dollars. Bids have been conducted for equipment and in Q2 bids for construction will be completed. Project is still anticipated to be completed in Q3 of 2022.
Work with UW-Platteville and DNR on the creation of an urban forestry replacement plan for city.	Plan to work on this in Q3 of 2022.