

**City of Platteville  
STAFF REPORT AND FISCAL  
NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update
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**Title: Year-End 2016 Progress Update**

**Policy Analysis Statement:**

**Brief Description And Analysis Of Proposal:**

City Manager Karen Kurt will give a year-end 2016 progress update.

**Recommendation:**

None

**Impact Of Adopting Proposal:**

**Fiscal Estimate:**

**Fiscal Effect (check/circle all that apply)**

- No fiscal effect
- Creates new expenditure account
- Creates new revenue account
- Increases expenditures
- Increases revenues
- Increases/decreases fund balance - \_\_\_\_\_ Fund

**Budget Effect:**

- Expenditure authorized in budget
- No change to budget required
- Expenditure not authorized in budget
- Budget amendment required

**Vote Required:**

- Majority
- Two-Thirds

**Narrative/assumptions About Long Range Fiscal Effect:**

**Expenditure/Revenue Changes:**

Budget Amendment No. _____				No Budget Amendment Required _____				
Account Number				Account Name	Budget Prior to Change	Debit	Credit	Amended Budget
Fund	CC	Account	Object					
				<b>Totals</b>				

**Prepared By:**

Department: City Manager Office

Prepared By: Karen Kurt, City Manager

Date: December 21, 2016

## 2016 Guiding Principles:

- Grow prosperity within the community
- Foster good relationships with public and private partners
- Incentivize private efforts that support long range City goals
- Promote unique development, places, events and activities
- Use talents of staff through participative decision making



## 2016 Themes and Goals:

### Revitalize

- Complete library block project
- Identify developer for Pioneer Ford property
- Develop program to support conversion of single family homes from rental to owner-occupied
- Explore future referendum for City Hall and Fire Station building needs

### Educate and Enforce

- Develop education campaign related to code enforcement issues
- Identify community resources to assist low or fixed income residents with code compliance
- Reinstitute ongoing code enforcement
- Review residential parking permit program efficacy

### Inspire

- Create branding strategy and key messages
- Develop new website
- Develop new City newsletter

### Support

- Continue IT upgrades
- Create formal pay plan
- Institute consistent new hire process

## Fourth Quarter Progress Report

### Revitalize

Complete library block project	Financing is completed. City Hall remodel completed and SWCAP clinic relocated. Site clearance is completed. Construction is underway. Projected completion for library is April of 2016
Identify developer for Pioneer Ford property	RFP issued and responses are due April 8. RFP review committee has been named by the City Council. Task Force reviewed and made recommendation to City Council to begin negotiations with General Capital for a mixed-use development that would include apartments and commercial space. The Plan Commission unanimously approved the site plan. Both the site plan and initial development agreement will be presented to the Council in early 2017 for approval. There is some uncertainty in the tax credit market that could put project financing at risk.
Develop program to support conversion of single family homes from rental to owner-occupied	Held work session on May 10. No clear agreement on direction. Staff to meet with SWWRPC to discuss potential options regarding data collection, problem definition and best practices. Staff also exploring other partnerships for single family home rehabilitation.
Explore future referendum for City Hall and Fire Station building needs	Based on informal conversations there seems to be limited support for a referendum of this type. More formal study of the public's appetite for a referendum would require engagement of a consultant. Staff engaged Johnson Control and architectural firm Angus Young to look at the building layout and a guaranteed energy savings contracts as a financing tool. In light of current budget constraints, this project is on hold.
<i>Added item: Former EMS Garage site</i>	Based on Council direction in July, staff will work with ambulance committee to gain full control of the site. Staff secured an appraisal on the value of the site. However, the purchase of the building from our partners was not included in the CIP. In early 2017, a work session will be scheduled to discuss future steps.
<i>Added item: 60 Ellen Street</i>	Purchased 60 Ellen Street for future Fire Station expansion

### Educate and Enforce

Develop education campaign related to code enforcement issues	The Council discussed sidewalk snow removal during a work session in March. Based on that feedback, City staff will be exploring a warning system for sidewalk snow removal and staff-driven enforcement for the upcoming snow season. Staff is currently working on revised guidelines for the contract RFP.
Identify community resources to assist low or fixed income residents with code compliance	Staff has also drafted a revised ordinance related to temporary signs for businesses. The proposed ordinance is currently being reviewed by the Plan Commission
Reinstitute ongoing code enforcement	The Spring/Summer City newsletter contained an article about the most common code violations. A utility bill insert was also sent in the Spring.
Review residential parking permit program efficacy	Other progress related to these goals may be incremental in nature due to the level of redevelopment work the City is currently experiencing.

<i>Added item: Reinstitute downtown parking committee</i>	Council approved a charter for a Down Town Parking Task force in May and appointed members in late June. The group has met four times and developed guiding principles for parking in the downtown area. The group has approached the UW-P engineering program to see if an update can be done to the existing parking study, which was originally completed as a student project.
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<b>Inspire</b>	
Create branding strategy and key messages	A brainstorming session to identify key messages with respect to economic development with the City's economic development partners was held in late March. Broader "brand" messages have been drafted and will be explored with the Council at an upcoming work session.
Develop new website	An RFP was issued in January. Seven responses were received. Three companies were chosen for demonstrations on March 28. Aha! Consulting was selected to design the site. Staff is updating content in the site for a soft launch in January. Additional publicity regarding the site will be done in early March.
Develop new City newsletter	The two issues of redesigned newsletter have been published. City staff have received positive reviews. The monies currently budgeted for printing will be used to mail the publication to resident homes. Communication Specialist Richards has worked with Community Enrichment Team (Library Director, Recreation Coordinator, Senior Center Manager and Museum Director) to design the new publication. City staff have also developed a news brief template that can be used for inserts into the water bill.

<b>Support</b>	
Continue IT upgrades	Compunet is partnering with City staff on the dispatch and website projects. We are currently in the process of upgrading to Windows 10 and Office 2016. By taking advantage of the free upgrade period by the end of July, the City will save about \$200/computer. The City may use up \$4000 from the contingency budget to cover additional Compunet fees for the upgrade.
Create formal pay plan	The City engaged Carlson Dettmann Consulting to do a compensation study. Staff completed job description questionnaires in December 2015. A work session was held in February to discuss compensation strategy. Market data for benchmark positions has been collected. The consultant completed two draft pay plans for City Council review on April 19. The final pay plan was approved in May. The employee appeal process was completed in late June. Two appeals were received and one adjustment was made. Staff also assisted the Library Board in completing their plan in June.
Institute consistent new hire process	City staff have completed a new employee action form and orientation checklist for hiring managers. New hires will now receive a personal orientation from Compunet on the City's IT systems. Departments Heads have created a list of shared expectations for employees in formal leadership roles.
<i>Navigate fiscal challenges</i>	Most of the fourth quarter of this year was devoted to the City budget in light of the unforeseen budget deficits. Staff put considerable time and effort into budget projections, communication materials and community outreach. In addition, the staff changed health insurance carriers, outsourced flex and benefit administration, and instituted an ambulance fee and wheel tax. To instill public confidence in the budgeting process, staff also redesigned the City's budget to conform with GFOA best practices.

**Other Notes:**

- The process of filling three leadership positions - Senior Center Manager, Finance Operations Manager and Parks Foreman (two of which were unexpected) – has required significant staff time. Absence of two Administration Department members over the summer months has been challenging from a work load perspective.
- City Manager has assumed responsibility for coordinating the work of the Economic Partner Group (PAIDC, Chamber of Commerce, Main Street, Platteville Business Incubator, UW-P, Southwest Tech, Grant County Economic Development and SBDC). Group goals include developing common marketing messages and identifying industry clusters. PAIDC is undertaking a strategic planning process that is expected to require staff time.