



2018 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 and museum collections, 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 2018 budgets called 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 were 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, 2018
Museum	The restructuring at the Museum is largely considered to be completed. Museum staff consolidated exhibits into the brick Hanmer Robbins building and has transferred fragile collections requiring conditioned air to the upper level of the Rock School. New hours winters went into effect in fall of 2017, which allowed staff to spend more time on collections care, program planning, and promotion. Staff has received approval from the Museums Board to spend \$16,000 on architectural concepts for modifications to the Rock School and Museum campus. Once the concepts are completed, initiating a capital campaign will be considered. The “Miners Ball” is being brought back in winter of 2019 as a fundraising event. As of December 31, \$35,063.03 was raised towards the 2018 year end fundraising goal.

Senior Center	The restructuring at the Senior Center is completed. The Senior Center moved to OE Gray School in the Fall of 2017. The Center is being renamed to PEAK – Platteville Enrichment Activity and Kinship this spring to reflect the broader range of programming in the new space. Staff have completed a tentative plan to restructure the Senior Center transportation model for 2019. In this new model City staff would assist patrons with accessing public transportation, but not provide direct transportation. The new model would enable the City to leverage state and federal matching funds. Staff have also applied for transportation funding from the Eckstein Grant and Southwest Health.
Street Division	The restructuring in the Street Division is completed. Several street division vacancies were filled last fall. As part of the process, Street Maintenance Worker I (cemetery) position was revised to include a CDL. The Building Maintenance Specialist position also requires a CDL and will assist with snow removal in the winter months. Staff are continuing to evaluate time-saving measures in light of reduced staffing.

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 2018 goals related to these strategic priorities are highlighted in the table below.

Strategic Goals	Progress as of December 31, 2018
Business	
Implement recommendations of Downtown Parking Task Force.	Common Council action resulted in the redistribution of reserved/paid parking stalls between the downtown lots. The new parking policy appear to be successful. As of December 31, 30 of the 37 available stalls are rented compared to 14 under the previous program.
Apply for grant for Business Hwy 151 sidewalk improvements.	Staff worked with DOT and submitted a Highway Safety Improvement Program (HSIP) grant request to address safety issues on Business Highway 151. The proposed safety improvements would include modifying the road to 3 lanes (like Water Street) from Staley Avenue to the divided 4 lane at A&W. There would also be pedestrian crossings at Water Street and Eastside Road and a new trail (like the one on Eastside Road) from the MPO trail at NOVUS to Eastside Road. The total project cost is projected to be \$1.152 million, of which, 10% or about \$115,200 would be funded by the City. The City has signed the State-Municipality

	Agreement. Design work is scheduled to be done in 2019 with construction in 2020.
Quarterly library programs that target individuals seeking to start or grow a business or job seekers.	Five participants attended "Starting a business" with Kate Koziol from the Business Incubator on Tuesday, June 12. Upcoming summer sessions include "Why Incubators Launch More Successful Businesses" and "My Small Business Success Story". The Library has offered several classes on Microsoft Office suite and the Google suite, and a recent workshop on using Facebook for business.
Marketing	
Pursue PATH project funded through NEA "Our Town" grant	The PATH project team finished data gathering on community assets and values through surveys and focus groups in March 2018. The core group identified themes and patterns in the data and presented a resulting Draft Creative Community Plan at Community Meeting on November 14 at the Platteville Municipal Auditorium. Over the next few months, PATH will work with community groups to plan an event, activity, or element to celebrate the completion of the Creative Community Plan. The Celebration Project will occur or be unveiled in Summer 2019.
Implement branding with new park signs, banners and hanging baskets	High school students designed art for new Main Street banners. New banners, flower baskets and flags were hung in mid-May. A ribbon-cutting was held on May 25. We are currently working with a sign company to produce a new sign for the Platteville Family Aquatic Center and select park locations. Two sizing options have been designed and 10-15 signs will be created over the winter of 2018-2019. This is considered the slow time for our vendors and they are offering a discount if the work is completed at that time. Installation will occur in the spring of 2019.
Develop at least two "contests" to promote the city	The street banners mentioned above represents one contest (although staff elected to use all of the submittals). A halloween "best costume" contest was also held on Facebook.
Develop testimonials to promote on social media and website	Intern Annucia Martins began work on employment section of our website. Testimonials have been collected and Jodie is working on the page.
Connections	
Schedule roundtable meetings with key partner groups.	A joint meeting with the Township of Platteville was held on June 26. Staff have reached out to schedule meetings with UW-P and the School District for this winter.
Host first community involvement fair	The first involvement fair was held in January. Approximately 30 organizations participated and about 120 people attended. A second fair is being planned for January 2019.

Hold first annual “State of City” presentation and reception with key community stakeholders	Originally, the breakfast scheduled for UW-P homecoming week was suggested by the Chamber. After further conversation with UW-P, they decided to stay with the current format. “Focus on the Future” will be held at the Platteville Country Club on January 31 and feature a brief presentation by the City, School District, Chamber, Main Street, PAIDC, Incubator, Southwest Health and UW-P.
Develop three new auditorium events designed to attract different audiences	There have been several new events in the auditorium with the assistance of City staff including, but not limited to, the Mississippi River Museum series, the Mining & Rollo Jamison Museums Winter Lyceum lecture series, the <i>Around the Corner with John McGivern</i> preview and “The Big Secret at City Hall” bluegrass concerts organized by local businessman Nick Pease.
Housing	
Continue work on the redevelopment of former Pioneer Ford site.	The property was sold at the end of April. Interior demolition of the former dealership building has been completed, the footing and foundation work for the new building addition has been completed and construction of the addition is underway. Due to weather delays, construction is now expected to be completed in summer 2019. General Capital will begin leasing in January 2019.
Complete housing study.	Vierbicher has completed the draft housing study document, which is being reviewed by the steering committee. A public forum and review of the study results will be scheduled for the first quarter of 2019.
Reinvest available housing funds based on housing study recommendations	The note amendment with the Rountree Hall management company is now complete, resulting in a note payment of \$200,000. Preliminary results of the Housing Study do not identify additional income - qualified rental housing as priority. Staff will be bringing a recommendation to the Council to transfer the \$200,000 to TID 7 to reimburse for City-expenses related Pioneer Ford redevelopment which will be providing affordable rental housing.
Employee Relations	
Update employee handbook and related policies.	The revised handbook has been reviewed by Department Directors, City Attorney and Finance staff. After review by HR Advisory Team the revised handbook will be presented to the Council in February.
Review paid leave benefits.	Staff switched the “front loaded” vacation accrual system to a pay-period accrual system for new hires. Paid leave benefits were reviewed in conjunction with the handbook and have been updated in accordance with current practice.
Recruit and onboard anticipated vacancies due to retirements.	New staff members have started in the positions of Fire Inspector, Police Office Coordinator, Code Enforcement Officer, Museum Director, Dispatcher, Utility Worker and

	Accounting Specialist. Two museum positions are in the process of being filled. The position of Utility Foreman was filled with an internal promotion.
NEW: Restructure building maintenance operations	The City and Library discontinued the contract with a cleaning contract provider and elected to hire part-time city employees as custodians. Three staff members have been hired and cleaning has improved greatly. The position of Assistant to the Public Works Director was eliminated and the position of Building Maintenance Specialist was created. Shannon Butson started in the new position at the end of March.
Fiscal Sustainability	
Conduct training for staff on use of state purchasing contracts.	Staff have conducted research and review of the state contract system, VendorNet, and have utilized it as part of some City purchases. Due to the complexities of the State system, City-wide use of state purchasing contracts would require a purchasing coordinator function. Administration staff will continue to provide assistance for state contract purchases on a case by case basis, particularly in the purchase of CIP equipment.
Develop a city-wide equipment replacement schedule.	Staff has begun to gather and compile current department schedules. The project will continue into 2019 after completion of the handbook revision.
Evaluate automated time and attendance module for payroll for potential implementation.	Upgrade of current system is needed before adding time and attendance module. Upgrade implementation is scheduled for July 12 th . Civic miTime module was reviewed in July and pricing was received on the recommended Tyler Technologies ExecuTime. Demo of ExecuTime is postponed as the project was not included in the 2019 CIP budget.
Review student process studies for purchasing, rental inspections, and seasonal employee onboarding and implement related changes.	Seasonal employee onboarding study did not have implementable recommendations. Project will be reviewed on completion of the handbook revision. Due to changes in the State law, the recommendations regarding rental inspection procedures are no longer relevant.
Potentially lease City Hall Space currently housing clinic.	Not likely to be pursued this year due to anticipated HVAC work. Staff will need to relocate into space while work is being completed.
NEW: Complete sale of former senior center property	The Council approved the sale of the property to RJAJ Properties for the price of \$151,000. A portion of the sale proceeds were included in the year's CIP. Fifty thousand is being held for a senior-related project.
Other	

Complete Parks Master Plan.	A visioning session was held last December. Staff completed survey process with 80 surveys returned (not including high school students). All of the data collected will be used as part of the planning process. Katherine Westaby has helped to organize the survey data in usable graphs and has created a template for the new master plan. Completion of the Parks Master Plan is expected in of 2019.
Continue implementation lead service line replacement loan forgiveness program	The Lead Service Line PR campaign has continued to bring in more requests for funding. The total known residential lead service lines stands at 566. Additionally, more people have sent in their reservation forms. We are now up to 430 locations with \$475,890 reserved. Staff estimates there is sufficient funding left for 20 homes. There have been 372 lines that have been completed with a total of \$412,987.34 distributed.
Evaluate grants for Rountree Branch flooding, Business Hwy 151 sidewalks, Public Transportation Bus Replacement	See notes on Business Highway 151 above. The DNR approved the streambank erosion project. The City and UW-P partnered on this 50% grant. It will only reduce erosion, not prevent flooding. The new ADA taxi arrived in July. The old one is being used as a maintenance spare. DOT recently announced that there will be \$5 million in statewide federal grants for buses. Staff requested funding in December 2018 for bus replacement in 2019.
NEW: Respond to legislative restrictions on rental licensing and inspection programs	Due to recent legislative changes, the Council decided the City's rental inspection and licensing program is no longer viable. Staff notified all the rental property owners. Staff will still maintain the rental database, and the intent is to perform rental inspections if a complaint is received. Additional changes to Chapter 33 will need to be completed. Staff will review the ordinance for changes in late 2018 and early 2019.
NEW: Pursue Police Department accreditation through Wisconsin Law Enforcement Accreditation Group	This is a two-three year process. The Department is currently investigating the standards and revising policies in preparation. The process of linking accreditation standards, department policies, and documenting the associated proofs is significantly underway.

Capital Projects

Project	Progress as of December 31, 2018
Airport Runway Resurface	The resurfacing project is completed and came in under budget.
Airport Fuel Farms	The Airport Commission has received word that the Bureau of Aeronautics has approved \$300,000 of funding for the

	<p>Fuel Farm project. In conjunction with the State, Omni Engineering will place the project out for bid.</p> <p>Update: the State agreed to fund the project at 80% with a 20% match from the Airport Fund. The winning bidders were Garsite for the tanks and Metco for the installation. The total cost to the airport, including the concrete pad and initial electrical work, will be approximately \$160,000 with the State contributing just under \$500,000. Anticipated installation is Spring 2019.</p>
Pine Street (Water to Virgin)	Construction is complete.
Virgin Avenue (Main to Bus 151)	Construction is complete.
Lutheran Street (Mineral to Furnace)	Construction is complete.
Mineral Street Parking Lot	Construction is complete.
Legion Field Parking Lot	<p>Contract approved. Construction expected to take place September-October. Also included in the bid was the repaving of one of the basketball courts in Smith Park.</p> <p>Construction has started on the parking lot but has been terminated for the winter. Paving will occur in spring 2019. The basketball court project has also been delayed until the spring of 2019.</p>
Hillside Cemetery Street	Not started – will be delayed to spring of 2019. Members of the Street Division will be doing some site preparation to reduce project costs.
Prairie View Soccer - Phase 1	<p>Excess soil from street projects was used as fill for project. Fine grading and seeding took place this fall/early winter. Seeding should grow in spring 2019.</p>
Art Hall Challenge	<p>A conceptual design has been drafted with the volunteer services of Steve Swift. Inspiring Community has agreed to assist with grant writing and project mentorship. A public meeting was held in September and from this a Steering Committee has been formed. The committee has a concept building that is expected to cost between \$500,000-\$600,000. Additionally, \$140,000+ has been raised towards the construction of a new event center (in addition to \$50,000 commitment from the City).</p>
Bike Lanes	<p>A community meeting was held. The Committee has recommended finishing the sidewalk along Camp Street and purchasing “yield to pedestrian” signs at key intersections. The sidewalk project has been included in the 2019 CIP.</p>
Pickle Ball Courts	<p>Pledges in the amount of \$7,000-8,000 have been received for the project. The City received notification that the Dubuque Racing Association and AARP grants were not funded. The Walmart grant was only partially funded. Because of this, staff has explored alternatives including the installation of Pickleball Courts on the existing basketball courts at Memorial Park at UW-Platteville. This</p>

	is looking like a possibility and lines should be added in the spring of 2019.
City Hall Exterior Stone Work	Most of the work was completed. The contractor will replace the missing piece and seal the stonework in the spring.
City Hall Interior Remodel Work	A space use plan for City Hall was developed Delta 3 architect Tammy Black and reviewed with the Common Council at the June 12 work session. After receiving estimates for a three-year phased approach, staff have proposed HVAC work in conjunction with space use retrofit for the first floor south (City Manager) area and second floor HVAC for 2019.

Regulatory Compliance

Targeted Area	Progress as of December 31, 2018
Implement MS4 Stormwater Regulations	No additional progress. The City requested a permit renewal from the DNR by November 1, 2018.
Complete revaluation process for City tax assessments	The assessment roll is complete. The only objection presented to the Board of Review was from Walmart, and it has been referred to circuit court.