

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. Since then, the report has been added to the City website and Fire Chief Simmons has started to meet with individual organizations to explain its findings.
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. Changes to municipal code have been approved by the Plan Commission and are currently being reviewed by the Common Council for potential implementation.
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 was created with information updates for residents to review findings. 53818 Winter Article will update residents on where things currently stand with funding options and building location. Fire Chief Simmons has started to meet with individual organizations to explain findings and was featured during a Good Morning Platteville segment in June.
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's budget listening session in which he was able to discuss with them future needs of Fire Department. Copy of fire department analysis has been sent to each of them. Request was submitted to U.S. Representative Ron Kind's office and was forwarded to the House Appropriations Committee. The City of Platteville has received word a 7-

	<p>million-dollar proposal was approved to come out of that committee and awaits final approval from the House of Representatives. Council Leadership and the City Manager have met with Senator Tammy Baldwin's office about assistance for the Fire Station as well as the Governor. Senator Tammy Baldwin also submitted a 7-million-dollar request to be approved by the Senate Appropriations Committee. The City of Platteville is waiting to hear if the federal budget is adopted and learn whether our request is part of that adoption. Should have more information in January of 2022.</p>
<p>Hold monthly TIDE (Taskforce for Inclusivity, Diversity, and Equity) Meetings.</p>	<p>TIDE Taskforce held its first meeting January 26 and has held follow-up meetings since. The group continues to meet regularly and during quarter 2 completed an asset mapping activity, reviewed the proposed flag-raising policy, and now is working on a Homeless Network Guide and is starting to review future training opportunities for City Staff, Council Members, and the community.</p>
<p>Begin conversation of TIDE hosted event in 2022.</p>	<p>TIDE will be reviewing in quarter 4 and early quarter 1 of 2022 about creating an event hosted by TIDE.</p>
<p>Create a marketing/mission statement that will increase the visibility of the importance of our history.</p>	<p>During the June 22, 2021, Common Council meeting an official update of the City of Platteville Vision Statement and creation of a mission statement was approved by the Common Council. Communication Specialist Richards will be adding this information to various areas of the City website. During quarter 3 the City ran marketing campaigns asking for residents to submit a logo design for the Tommyknocker as well as provide examples of the City Motto. In Quarter 4 and Quarter 1 of 2022 City Staff will be working on providing information to the Council for their consideration.</p>
<p>Celebrate Historic Preservation Week.</p>	<p>Occurred on April 25-May 1, 2021. City Staff promoted department-themed historic preservation information on social media channels.</p>
<p>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.</p>	<p>City Manager and Communication Specialist have created two separate marketing themes. <i>The Platteville Pickaxe</i> series and the <i>Living Local and Loving It</i> to represent being able to reach the multiple groups within this goal. We have continued to do videos that fall under the umbrella of these series as well as the Police Department has started to release a series of educational videos about municipal ordinances. City Staff continues to work with community partners on a joint coordinated video.</p>

Begin discussions of 2022 City of Platteville History Flyer and information to publish on City website.	City Staff will be discussing this in quarter 4 of 2021 to roll into quarter 1 of 2022.
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. Construction has been finalized and open house was held in September.
Have Plan Commission partner with task force for updates to homes/subdivisions regulations.	Plan Commission Members reviewed updates to subdivision ordinance which were recommended and adopted by the Common Council during quarter 2 of this year.
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. Subdivision Reimbursement Agreement was adopted by the Common Council in Q3. Hope to have more finalized in Q4 or early Q1 of 2022.
Begin discussions with Southwest Tech/School District to create housing development plan.	Will be reaching out to organizations in Q4 of 2021 to begin conversations.
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. Four rental conversion projects have been approved to date. 360 E. Lewis Street and 175 Jewett Street both received a \$10,000 grant and construction is complete. 921 E. Madison Street and 620 Lancaster Street were both approved for a \$10,000 grant and both projects are in progress.
Work with PAIDC and Grant County Economic Development to bring new business to Industrial Park.	Unfortunately, the Cummins agreement was not able to come to fruition. City Staff will continue to work with PAIDC and Grant County on recruitment of new business.
Completion of Financial Software System Upgrade.	Implementation of the Accounts Payable module upgrade has occurred and is currently being utilized by Staff.
Begin review of CIP process/Budget process to incorporate updates and procedures into budget process.	2022-2026 Comprehensive CIP was created and adopted by Common Council and officially incorporated into budget process.
Quality Infrastructure, Amenities, and Services	
Create Community Center Steering Committee to 'define' community center.	City Staff has met with resident who has a group of individuals interested in discussing further about defining the needs of a community center. City Staff has also held

	introductory meetings with Dubuque YMCA and Platteville School District about partnership. Plan is to work with school district on issuing survey to review potentials and better define community center needs.
Review potential to start Supervised Playground Program like City of Green Bay.	Two Staff members have been hired and Park and Recreation has started a “Recess” program over the summer. The program took 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. Award of project has been done and construction is ongoing in Q3, Q4, and spring of 2022.
Apply for historic designation at both federal and state-level for Museum campus buildings.	On May 14, the State Historic Preservation Review Board of the Wisconsin Historical Society voted unanimously to list the 1863 Rock School and the 1905 Hanmer Robbins School buildings to the Wisconsin Register of Historic Places. The National Register listing followed on October 4.
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. Astrea has indicated they will be breaking ground in 2022 on installing Fiber in the community and Comelec has also expressed interest.
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.	The City is working with Alliant Energy on the installation of Smart Poles which will include cameras at 4 locations. We anticipate the development of an RFP in conjunction with our IT provider to assist us with purchasing a server and other required infrastructure to support these cameras and future cameras. This project will occur due to delays in product in 2022.
Interview experts on City camera systems and potentials.	We are meeting with our IT provider to learn what steps and equipment will be needed to support existing and proposed cameras in the City. An RFP for the equipment will be developed and bids from vendors will be sought in 2022. We anticipate asking for advice from city staff in Dubuque and elsewhere about their recommendations and experiences with cameras etc.
Begin discussions towards a long-term plan to expand the City camera system.	City Departments have identified their needs in terms of cameras now and in the future. These cameras will be prioritized and a plan and timeline for installing cameras will be developed in 2022.
Complete the hiring and onboarding of HR Specialist Position.	Chad Wilson officially started as the new HR Specialist on 3/29/21. The City Manager has heard positive feedback on

	Chad's work with employees regarding onboarding, benefits administration, and exit interviewing.
Completion of Campground Improvements & Expansion.	Project is currently under construction and is anticipated to be ready for the 2022 season. As of the beginning of November, the sites have been shaped and electrical and water have been trenched to each new site.
Completion of Dairy Day Shed Improvements.	The roof and siding have been completed by crews from Eastman Cartwright
Completion of Tennis Court Resurfacing.	The tennis courts were sealed with the pickleball project.
Completion of Dewey Street Repair.	This project is on target to be completed by the end of November.
Completion of Deborah Court Storm Sewer Ditch Restoration.	This project is completed.
Completion of Business Highway 151 Project.	This project is ongoing. The City has been notified penalties will be applied until the remaining items are completed in 2022.
Completion of Museum Train Safety Fence Replacement.	Fink Fencing mobilized on November 1 to begin the project.