

City Council Goals FY 2021

Goal	Objective	Action Steps
<b>High Priority</b>		
Long Term Financial Stability	Increase Pension/OPEB Funding Percentages	<p>An additional contribution of \$200K will be budgeted for FY 20/21.</p> <p>Surplus funds at end of year will also be used if available.</p>
	Water/Sewer Rate Review	<p>Evaluate going to fixed rate model.</p> <p>Conduct formal rate study.</p>
	Internally Fund Capital improvements	Continue evaluating opportunities to internally fund capital improvements in order to save bonding costs.
	Parking System Funding	<p>Pursue Contribution from Singh for MainCentre Deck.</p> <p>Monitor potential new DDA TIF revenue that could be used for parking expenses in the DDA.</p> <p>Utilize parking fund for short term improvements. Ford Field lot and Art House lot – this year.</p>
Street Program	Continue Road Bond Program	Design, bid and Construct approximately \$4,000,000 worth of street improvements for FY 21.
Expand Non-Motorized Transportation	Work with Developers to Include Non- Motorized Routes	Incorporate path connections in Master Plan Update for Downs and Foundry Flask Area.
Water and Sewer System Improvements	<p>Reduce Water Loss to 15% or Less</p> <p>Reduce Peak Hourly Flows</p>	<p>Calculate loss after new meter install (should be significant improvement).</p> <p>Continue engaging leak detection contractor for annual investigation.</p> <p>Conduct Public Outreach to advise public of watering restrictions.</p>

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<i>Continued...Water and Sewer System Improvements</i>		Evaluate improvements to pumps, drives and monitoring equipment to minimize peak flows.
Fire Station/Energy Efficiency Renovation Project	Prepare for a Renovation Project to increase/improve FD space, improve energy efficiency, improve customer service.	<p>Approve building plan.</p> <p>Prepare financial plan for project.</p> <p>Work with Sustainability Team to identify potential green initiatives.</p> <p>Bid work if plans are complete.</p>
Master Plan Update/Implementation	<p>Finish Master Plan Update.</p> <p>Implement New Master Plan</p>	<p>Continue providing support to PC through completion of Master Plan Update.</p> <p>Modify existing overlay zoning districts and rezone other areas consistent with the new Master Plan.</p>
Ford Field Improvements	<p>Develop Funding Plan</p> <p>Expand Events and Community Use</p>	<p>Work with local non-profits and seek grants to fund Ft. Griswold replacement.</p> <p>Evaluate local funding and grants for other improvements (bathrooms, entryway)</p> <p>Work with DDA, P&amp;R and Mill Race Village to plan for expanded use of Ford Field.</p>
<b>Medium Priority</b>		
City Manager Evaluation	Conduct Annual Evaluation with City Council	<p>Hold Closed Session with Council to review performance.</p> <p>Amend CM employment contract.</p>

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<p>Downtown Strategic Plan Implementation</p>	<p>Install Murals/Historic Markers</p> <p>Develop 20-year Maintenance Plan for Parking Decks and Surface Lots</p> <p>Evaluate Redevelopment Ready Program</p>	<p>If funding is available, pursue locations for murals and develop design standards for historic markers.</p> <p>Pursue both short- and long-term funding alternatives to fund maintenance/capital improvement plans developed by WGI and F&amp;G.</p> <p>Work with landowners and potential developers to identify possible MEDC incentive programs that could aid in redevelopment if the City engages with the MEDC RRC program.</p>
<p>Strengthen Partnerships with Community Groups</p>	<p>Assist Art House with Transition to Non-Profit Status</p> <p>Work with DDA on Funding Parking and Long-Term Goals</p>	<p>Transfer surplus funds at beginning of FY 21.</p> <p>Assist with the transition of administrative support to Art House vendors.</p> <p>Hold joint meeting with DDA Board and Council to discuss priorities and explore funding options.</p>
<p>Manage Development/Redevelopment Issues</p>	<p>Prepare for Development along Cady Corridor.</p> <p>Develop Plan for Wing Street Property</p> <p>Improve Management of Construction Sites</p>	<p>Update overlay ordinances per Master Plan changes.</p> <p>Plan for realignment of Cady/Center Intersection.</p> <p>Verify that zoning is consistent with sub-area plan</p> <p>Work with Council to design RFP, or other sale process.</p> <p>Review Ordinances to strengthen management of long-term construction sites.</p>

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<p>Energy Efficiency/Green Initiatives</p>	<p>Street Light Conversions</p>   <p>Develop Incentive for Energy Efficiency in Zoning Ordinance</p>  <p>Incorporate Sustainability and Energy Efficiency in Fire Hall Expansion/City Hall Renovation Project.</p>  <p>Achieve Silver Level Certification in MML Green Communities Challenge</p>	<p>Plan conversion for remaining sodium vapor lights in City.</p> <p>Plan conversion for Downtown Lights with DDA.</p> <p>Implement as part of zoning ordinance updates after Master Plan revisions.</p> <p>Work with Sustainability Team, consultants, architects to incorporate maximum energy efficiency in building plans.</p> <p>Set up revolving fund to bank energy savings to invest in new green initiative.</p> <p>Apply to MML for Silver Level Certification.</p>
<p>Communications</p>	<p>Market the City's Communications Platform to Engage More Residents</p>      <p>Continually Update/Modify Website to provide relevant development updates.</p>	<p>Advertise in "The Ville" and other media to increase City News subscribers.</p> <p>Mention City News in all Community Meetings/Forums to keep people informed.</p> <p>Post to Redevelopment Page all relevant info.</p> <p>Arrange the Homepage to highlight important meetings/applications regarding development.</p>