

Strategic Goals/Priorities

Infrastructure

- Identify and fund transportation infrastructure needs that provide safe, efficient pedestrian and vehicular movement throughout city
- Focus on utilization of plans and updating as necessary
- Identify utility needs and adequately fund them for water, wastewater, electric and stormwater

Economic Development

- Encourage/promote commercial and industrial development to expand the tax base and alleviate the residential tax burden
 - Major areas to promote - 175th & I-35; Gardner Road & I-35, MCC
 - Expand base and retention of retail businesses
 - Aggressively pursue transportation related industry
 - Aggressively pursue high quality stable businesses and provide funds to support effective development of community areas
- Appearance is important to encourage investment and retention
 - Property Code
 - Main Street Corridor Plan
 - Resources to maintain infrastructure
 - Utilize Master Plans to achieve changes
 - Update to achieve appearance
 - Comprehensive Plan
 - Land Use Plan
 - City Code, including Property Code
 - Downtown Planning and tax programs
 - Fairgrounds
- Utilities
 - Use to promote development
 - Look for targeted consumption users for electric to diversify load

Neighborhoods

- Work on developing a full range of housing options that meet the needs of a population of age & financial diversity
- Appearance is important to encourage investment and maintain home prices
 - Property Code
- Safe environment
- Park and Trails connectivity in neighborhoods

Foster spirit of cooperation within our region

- MARC participation
- District participation
 - Rural Water
 - Fire District 1
 - School District
 - County
 - State

Parks and Recreation

- Complete parks system including trails
- Follow Parks System Master Plan
- Expand recreation opportunities and services as City grows
- Purchase land for parks and trails
- Maintenance and upkeep of parks and recreation facilities

Public Safety

- Expand specialized units to address intermodal related concerns
- Add necessary positions and equipment
- Training

Quality of City Services

- Continually evaluate staff needs as required to accommodate desired development and levels of service
i.e. Community Development
 - Need to evaluate all staffing needs
- Conduct comp review of req to ensure flexibility in development options while ensure high quality safe development (need to review economic development , comprehensive plan, all city codes, not just comprehensive plan)
- Maintain and upkeep City facilities

Sustainability

- Building Codes
- Fiscal management
- Trees
- Fund capital infrastructure and maintenance
- Refuse and recycling
- Support conversion of fleet and utilities
- Competitive/market rate compensation including benefits
- Develop plans and policies which encourage profess development and retention of employees
 - Succession planning and recruitment

Citizen Engagement

- Aggressive public information program
- Citizen Survey

Communications and Direction and Teamwork

- Internally with Planning Commission, Electric Utility Board and with Staff
- Focus on enhancing Technology for the organization