



ORGANIZATIONAL GOALS

Deliver quality, cost effective municipal services

Develop a high performance workforce

Promote economic vitality by supporting existing infrastructure and engaging in development activities that fit with the community's character.

Communicate effectively with the residents, businesses, and other stakeholders to promote a positive image of the organization **and engage the community in our work.**

Seek partnerships on projects and events that benefit the community

Engage in activities and projects that contribute to a Sustainable Community. Protect environmental, historical, and cultural treasures in River Falls.



Administration's Work Plan

October 1, 2009 to June 30, 2011

1. Deliver quality, cost effective municipal services

- FY 2010 Budget
- FY 2011 Budget
- 2010 US Census
- Update State of Wisconsin EMS Operational Plan
- NPDES Phase II Permit Compliance
- Outdoor Premise Policy for Alcohol Licenses
- Evaluate Rental Inspection Program
- Examine Cash Reserves
- Create 2011-2015 Fiscal Strategy with Projections
- Develop a Records Storage Room Policy
- Examine Street Lighting Program
- Examine Cash Receipting Locations
- Review Purchasing Procedures (policy, consolidate vendors)
- Evaluate Fire Inspection Program

2. Develop a high performance workforce

- Complete Successor Agreements with Bargaining Units (2011-?)
- Recruit and Train Election Inspectors for the 2010-2011 Term
- Comply with National Incident Management System (NIMS) Training Directives
- Enhance Employee Skills with Current Technology Tools
- Create New Employee and New Council Member Orientation
- Support Healthy Foundations Wellness Program
- Recruit and Train New Firefighters
- Develop a Strategy for Management & Supervisory Training Program

3. Promote economic vitality

- Identify Additional Business Park Sites
- Create 2010-2014 Capital Improvement Plan
- Glen Park Pedestrian Bridge
- Identify, Map, and Inventory Available Land and Buildings for Residential, Commercial, and Industrial Sites
- Radio Road Interchange Planning
- Cascade Avenue Redevelopment
- Intersection Improvements and signal light at Quarry/Main
- Develop safety improvement plan at Main/Union to reduce vehicle accidents
- Radio communication upgrades for the Power Plant, Police Department and the Emergency Operations Center (EOC)
- Library Parking Lot Reconstruction to improve drainage



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4. **Communicate effectively engage the community in our work.**
 - Publish Council packets as PDF's available on web
 - Upgrade telephone systems for all buildings for efficiencies in cost and communications
 - Develop a Strategy for Community Newsletter Content & Distribution
 - Streaming Video/RFTV 16 Reach
 - Implement City Watch System & Improve Awareness among residents/business owners of the system

5. **Seek partnerships**
 - Coordinate with UWRF on their HHP project
 - Emergency Management Exercise: Full Scale Active Shooter Exercise
 - Farm Technology Days Event in July 2010
 - Golfview/Wildcat Soccer Field Development
 - Emergency Management Exercise: Farm Technology Days Incident
 - Emergency Management Exercise: Nuclear Power
 - Emergency Management Plan: Vulnerable Facilities Evacuation Plan
 - Strengthen Partnership with Economic Development Agencies
 - Cooperative Boundary Agreement with Town of Troy
 - University Area Master Plan

6. **Engage in activities and projects that contribute to a Sustainable Community**
 - Solicit Proposals for Solid Waste Contract (2011-?)
 - Solar Demonstration Project
 - Sterling Ponds Park Development
 - Storm Water Utility Credit Policy Review
 - Glen Park Plan
 - Draft a Emerald Ash Borer Readiness Plan
 - Create a historic name inventory for downtown buildings



City of
RIVER FALLS
Administration's Work Plan
FUTURE PROJECTS

Deliver quality, cost effective municipal services

- Compliance with new sign reflectivity standards
- Revise Right-of-way permit process to allow annual bonding rather than deposits per opening and also consider street degradation fee
- Assess consolidation of Municipal Code definitions
- Amend the Zoning Map to show River Falls School District properties
- Review the Zoning Map for properties with inappropriate zones
- Review Main Street sign ordinance
- Examine Transportation Utility
- Eliminate paper filing and fully embrace Laserfiche throughout the organization
- Evaluate Parking Meter Program
- Park and Public Land Maintenance Strategy
- Fire Equipment Replacement Plan
- Review storm sewer utility rates

Develop a high performance workforce

- Public Works Staffing Study
- Recreation Staffing Study
- Evaluation of Human Resources Functions
- Evaluation of Information Technology Functions
- Implement a well-designed and intuitive Intranet
- Feasibility study on Critical Care Paramedic Service Level
- Succession Planning
- Evaluation of Public Information Functions
- Enhance Our Safety Culture/Program



City of
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FUTURE PROJECTS

Promote economic vitality by supporting existing infrastructure and engaging in development activities that fit with the community's character.

- Consider Development Incentives Policy
- Cascade Avenue Reconstruction Project
- Public Safety Building Parking Lot Maintenance/Reconstruction
- Public Works Building Expansion
- Complete Comprehensive Transportation Plan
- Conduct route study for east-west connection between STH 29/35 and STH 65 south of City of River Falls.
- Reconstruction of Apollo Road
- Reconstruction of South Wasson Lane
- Complete proactive sidewalk inspection of entire sidewalk network
- Create a program for financing City owned surface lots
- Create a proactive sidewalk infill program
- Bike Plan Implementation Strategy/Update
- Safe Route to School Program Implementation Strategy
- Reconstruct 9th Street (Hazel-Pine) in conjunction with RFMU
- Establish written policies and guidelines packet for developers clarifying site plan requirements of various City departments including Fire
- Outline staging areas for development of land within the Urban Area Boundary
- Review and draft design guidelines/standards for North and South Main Street
- Review creating a Downtown TIF district
- Glen Park Pool Improvements
- 20-year Infrastructure Plan
- Building Maintenance Plan
- Evaluate land uses on South Main Street
- Determine sustainable budget strategy for streets, alleys, and sidewalks
- Review Developer Agreement Template
- Evaluate Ambulance Facility Expansion
- Aquatic Facility/Community Center Feasibility Analysis
- Off-Street Parking Ordinance
- Campus Neighborhood Parking Analysis
- Analysis of Rental Property Limitation



City of
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FUTURE PROJECTS

Communicate effectively with the residents, businesses, and other stakeholders to promote a positive image of the organization and engage the community in our work.

- Create a parking brochure as an educational and marking tool to inform downtown patrons where parking is located**
- Blog Site
- Social Networking Sites
- Reverse 911 System
- Neighborhood Meetings

Seek partnerships on projects and events that benefit the community

- Consider Locust Street connection from Grove to Apollo in conjunction with Habitat for Humanity project
- Update Mapping information with new air photography in coordination with counties and UWRF
- Work on developing a plan with BID on a Downtown Mural Project
- Examine further cooperation on Summer Recreation/Summer School activities
- Cooperative Boundary Agreement with Town of River Falls
- Cooperative Boundary Agreement with Town of Kinnikinnic
- Cooperative Boundary Agreement with Town of Clifton
- CTH FF Sport Complex Plan Implementation Strategy
- Farmer's Market Enhancement Plan

Engage in activities and projects that contribute to a Sustainable Community and protect environmental, historical, and cultural treasures in River Falls.

- Hoffman Park/Hoffman East Plan
- Freight Depot relocation/ Reuse Plan
- Freight Depot Historic Designation
- Kinnickinnic Riverway Improvement Project (Lake George Project)
- Consider Environmental Corridor work of ETF
- Bluff Ordinance
- Steep Slope ordinance
- Create a City Hall Art Display Policy