



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.

Promote a Positive Image

Key Strategies:

- **Communicate effectively to a broad audience**
- **Engage the community in our work**
- **Seek partnerships**
- **Commit to Sustainability**
- **Consider our history and culture**



Administration's Work Plan
July 1, 2011 to June 30, 2013

Deliver Quality, Cost Effective Municipal Services

- Analyze Impact of Rental Housing on Historically Single-family neighborhood
- Building Maintenance Plan
- City/Utility Cooperation Opportunity Analysis
- Community Education/Community Recreation Memorandum of Understanding
- Complete Feasibility Study for Community-funded Competition Baseball Field
- Create 2013-2017 Capital Improvement Plan
- Develop Partnerships for Display of Art in City Hall Building
- Develop Performance Measurement System
- Develop Traffic Sign Management Plan Complying with Federal Mandates
- Evaluate Election Equipment Options
- Evaluate GIS Maintenance Opportunities
- Evaluate Library Front-End Modifications
- Evaluate Parking Meter Program
- Evaluate Weather Siren System
- Feasibility study on Critical Care Paramedic Service Level
- Fire By-Laws Revision
- Fire Equipment Replacement Plan
- FY 2012 Budget
- FY 2013 Budget
- Implement Emerald Ash Borer Plan
- Implement Revised Fire Inspection Program, (Phase I - Basic Inspections Process)
- Implement Revised Fire Inspection Program, (Phase II - Preplan/Business records database)
- ISO Inspection Preparation (Fire Protection Class Rating)
- Mann Valley Land Lease Analysis
- NPDES Phase II Permit Compliance
- Records Management System (RMS) Implementation (Apparatus, Calls, Personnel, and Training)
- Fire Records Management System (RMS) implementation (Equipment Inventory)
- RFP for Banking Services
- RFP for General Insurance
- Shared Services Collaboration Discussions with St. Croix County and Neighboring Communities
- Update 2013-2017 Fiscal Strategy with Projections
- Update City Emergency Plan
- Work with Counties on Redistricting Plan



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Develop a High Performance Workforce

- Classification and Compensation Study
- Complete Successor Agreements with Police Bargaining Unit (2013-?)
- Comply with National Incident Management System (NIMS) Training Directives
- Employer/Employee Health Insurance Benefits Study Group
- Enhance Employee Skills with Current Technology Tools
- Evaluation of Human Resources Functions
- Personnel Policy Handbook – Comprehensive Review
- Recruit and Train Election Inspectors for the 2011-2012 Term
- Support Healthy Foundations Wellness Program



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Promote Economic Vitality

- Assist BID/Chamber with Strategy to Increase Economic Opportunities Downtown
- Available Building and Site Information Partnership
- Cascade Avenue Reconstruction
- City-wide Way Finding/Signage Preliminary Plan
- Complete North 35 Commercial Sector Plan (Radio Road Development Area)
- Complete Safety Improvements at Main/Union
- Complete STH 29/35 Signage Project for Cemetery Road
- Continue Work on Historic Plaques for Downtown Buildings
- Cooperate with SCVHH on Eco Village Project
- Cooperative Boundary Agreement with Town of Troy
- Coordinate with UWRF on their HHP project
- Coordinate with WisDOT on Radio Road Interchange Development
- Create a Program for Financing City-Owned Surface Lots
- Develop Plan for Corporate Park Expansion
- Draft Lake George Trail Plan
- Evaluate Options for Continuation of Skate Park
- Joint Reconstruction of Apollo Road with Town of Troy
- Map and Zone Trails, Park and Open Space within the Whitetail Ridge Corporate Park
- Participate in Gateway Corridor Coalition
- Radio Narrow Banding Implementation
- Rocky Branch Restoration Project – Trout Unlimited/WIDNR
- Strengthen Partnership with Economic Development Agencies



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Promote Positive Image

- Develop Social Media Strategy for City
- Implement a Bicycle Friendly Community
- Improve Integration of the CityWatch System with City-wide Communication Program
- Improved Signage at Library Including Possible Community Events Board
- Public Safety Citizen Academy
- Re-Design and Implement Revised City Website (Including Notification and Social Media Integration)



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FUTURE PROJECTS

Deliver Quality, Cost Effective Municipal Services

- Complete Storage Needs Analysis
- Develop partnerships for display of art in City Hall building
- Eliminate paper filing and fully embrace Laserfiche throughout the organization
- Establish written policies and guidelines packet for Developers
- Evaluate Ambulance Facility Expansion
- Evaluate Effectiveness of Existing Residential Parking Permit Program
- Evaluate Financial Management Software System
- Evaluate Fire Education Program
- Evaluate Parking/Traffic at Library
- Evaluate Unused/Underutilized Existing R-O-W for Disposition(including limited use Alleys)
- Examine further cooperation on Summer Recreation/Summer School activities
- Feasibility of RFID at Library for improved materials processing
- Parkland dedication Ordinance Review
- Public Works Building Expansion Analysis
- Review Impact Fees for Adequacy
- Review of all Utility rates, including long term debt, rates, cash flows, etc.
- RFP Financial Services
- Update Winter Operations Manual

Develop a High Performance Workforce

- Analyze Fire Department Organizational Structure, Evaluate Need for Additional Paid Personnel
- Enhance Our Safety Culture/Program
- Evaluate Boards & Committee – Operating Procedures, Membership, Staffing
- Evaluate Feasibility of PTO system
- Evaluate HR software
- Evaluate IT functions
- Evaluate Short-term Disability Options
- Evaluate Supervisor Training Program
- Evaluation of Public Information Functions
- Succession Planning



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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

- Academy Building Historic Designation
- Alley Maintenance & Funding Plan
- Amend the Zoning Map to show River Falls School District properties
- Analyze Commercial Development & Building Permitting
- Aquatic Facility/Community Center Feasibility Analysis
- Bike Plan Implementation Strategy/Update
- Blue Zones/Healthy Community Challenge
- Bluff Ordinance
- Coal Tar Sealant Ordinance
- Complete Comprehensive Transportation Plan
- Concept Plan for City Hall Park
- Conduct route study for connection between STH 29/35 and STH 65 south of City
- Consider Development Incentives Policy
- Consider Environmental Corridor work of ETF
- Consider Locust Street connection from Grove to Apollo in conjunction with Habitat for Humanity project
- Cooperative Boundary Agreement with Town of Clifton
- Cooperative Boundary Agreement with Town of Kinnickinnic
- Cooperative Boundary Agreement with Town of River Falls
- CTH FF Sport Complex Plan Implementation Strategy
- Develop Business Retention and Expansion Visit Program
- Develop Plan repair eroded gullies on Whitetail Corporate Park Lots
- Establish Long-term Plan for Whitetail Corporate Park Green Spaces/Bluff areas
- Evaluate and plan for future Land Uses on South Main Street
- Evaluate UWRF Land Uses and Zoning
- Examine Transportation Utility
- Farmer's Market Enhancement Plan
- Freight Depot Historic Designation
- Freight Depot relocation/ Reuse Plan
- Fully Implement Smart Maintenance Program
- Hoffman Park/Hoffman East Plan
- Identify Partnership Opportunities for Riverfront Property Acquisition Plan
- Intensive Historic Survey
- Johnson St./ 6th Street Connection Evaluation
- Kinnickinnic Riverway Improvement Project (Lake George Project)
- Map and Zone Trails, Park and Open Space Within the Whitetail Ridge Corporate Park



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- Map Environmental Corridors in ETZ
- Off-Street Parking Ordinance
- Outline Staging Areas for Development of Land within the Urban Area Boundary
- Park and Public Land Maintenance Strategy
- Public Safety Building Parking Lot Maintenance/Reconstruction
- Public Trail Management Plan
- Reconstruct 9th Street (Hazel-Pine) in conjunction with RFMU
- Reconstruction of Apollo Road
- Reconstruction of South Wasson Lane
- Review & Revise Officially mapped Streets in Undeveloped Areas
- Review and draft design guidelines/standards for North and South Main Street
- Review Developer Agreement Template
- Review Downtown Sign Ordinance
- Review Electronic Sign Ordinance
- Review Industrial Permit Requirements
- Review Sign Ordinance
- Review the Zoning Map for properties with inappropriate zones
- Revise Right-of-way permit process
- Safe Route to School Program Implementation Strategy
- Steep Slope ordinance
- Survey/Feasibility of Joint Community Space Development



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FUTURE PROJECTS

Promote a Positive Image

- Adopt an Ash Tree Program
- Assess consolidation of Municipal Code definitions
- Blog Site
- Cooperate with BID on a Downtown Mural Project
- Create a parking brochure as an educational and marking tool to inform downtown patrons where parking is located
- Customer follow-up System
- Develop City-wide Satisfaction Survey
- Evaluate the Feasibility of a Social Host Ordinance H.S. Stormwater Curriculum
- Investigate Branding Strategy for City
- Neighborhood Meetings
- Public Safety Building Signage - Identify Public Safety Complex
- Reverse 911 System