



Administration's 2015-2017 Major Work Plan

Ensuring Financial Stability

Initiative: Preparing for Financial Contingencies

- Review Fiscal Plan

Initiative: Maintaining Diverse Revenue Sources

Initiative: Maintaining Excellent Credit Rating

Initiative: Maintaining Vibrant Business-Type Activities

- Create Business Plan for Electric Utility
- Create Business Plan for Water Utility

Consistently Delivering Quality Municipal Services

Initiative: Maintaining a High Performance Workforce

- Develop 2020 Organization Plan

Initiative: Maintaining High Resident Satisfaction of Life in River Falls

- Conduct Citizen Survey & Evaluate Results

Initiative: Maintaining High Resident Satisfaction in the City's Customer Service

- Evaluate City Hall Front End Configuration Options

Our Key Strategies: *Communicate effectively to a broad audience *Engage the community in our work
*Seek partnerships *Commit to Sustainability *Consider our history and culture
Customer Service Model: *We Put People First *We Pursue Excellence
*We Embrace Change *We Serve Our Community



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Promoting Economic Vitality

Initiative: Identifying Private Sector Commercial Land Development Partners

- Complete STH 35 North Commercial Sector Plan
- Develop Plan for Future Land Uses on South Main

Initiative: Encouraging Job Growth

- Consider TID for Undeveloped/Underdeveloped River Falls Industrial Park Land

Initiative: Developing the Sterling Ponds Corporate Park

- Marketing Plan for Sterling Ponds Corporate Park

Initiative: Developing the Regional Business Incubator

- Develop Business Incubation Strategy with Partners

Initiative: Securing Future Growth Opportunities (Boundary Agreements)

- Cooperative Boundary Agreement with Town of Kinnickinnic

Connecting Community Members

Initiative: Positioning our Parks for the future

- Phasing & Implementation Plan for Glen Park Improvements
- Phasing & Implementation Plan for Hoffman Park Improvements

Initiative: Enhancing the Kinnickinnic River Corridor

- Begin Development of Kinnickinnic River Corridor Plan

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Considering Future Generations

Initiative: Leading by Example in Energy Sustainability

- Develop and Implement Plan to Increase Participation in Green Energy Purchases

Initiative: Cultivating a Sustainable Community

- Assist UWRF with Falcon Center and Rodli Hall projects to impact sustainability measures included in new facilities

Initiative: Monitoring Infrastructure Condition

- Complete Main Electric Substation Reconstruction Project
- Complete Wastewater Plant Improvements

Initiative: Delivering an Affordable Package of Services

- Evaluate Recreation Fees – Set Policy on Revenue Recovery/Affordability

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Projects of Interest Considered for Work Plan Inclusion

- Cooperative Boundary Agreement with Town of Clifton
- Create Business Plan for Wastewater Utility
- Develop Alley Maintenance & Funding Plan
- Develop a Farmer's Market Enhancement Plan
- Develop Plan for Future Land Uses on North Main
- Develop Site Readiness & Marketing Plan for TID #7
- Evaluate 20-year Public Safety Space Needs
- Evaluate Feasibility of 150-200 Seat Auditorium Addition to the Library
- Evaluate Fire Department Staffing Needs
- Evaluate Library Front-End and Workroom Options
- Evaluate Possibility of City-owned Broadband Utility
- Establish Written Guidelines Packet for Developers
- Implement Wheel Tax
- Implement Street Light Utility
- Major Transportation Corridor Planning
 - Develop preliminary plans and estimates for Reconstructing CTH MM from Main Street to Radio Road
 - Develop preliminary plans and estimates for Reconstructing CTH M from west of Apollo Rd to Dry Run Rd
- Review & Inventory Current Private & Public Efforts & Initiatives

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