

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
MARCH 18, 2008 AGENDA**

| Subject: | Type: | Submitted By: |
|-----------------------|---|--------------------------------------|
| STRATEGIC PLAN UPDATE | RESOLUTION ORDINANCE ◆ RECEIVE/FILE | BRENDA S. GUNN CITY ADMINISTRATOR |

SYNOPSIS

On March 20, 2007 the City Council adopted the strategic plan that was developed during the annual strategic planning work session held by the Mayor and City Council on February 24, 2007. This is the fourth quarterly progress report.

FISCAL IMPACT

N/A.

RECOMMENDATION

Receive/File.

BACKGROUND

On Saturday, February 24, 2007 the Mayor and City Council held their annual strategic planning work session. As a result, the collaborative effort with the management team produced the City's Strategic Plan for 2007-2009 which Council approved via Resolution No. 07-033 on March 20, 2007. Attached for your review is the fourth progress report.

As you know, the Mayor and City Council held their 2008 annual strategic planning work session this past Saturday (March 8, 2008). The results will be incorporated into the existing plan and will be brought back for your approval, likely in April.



City of La Vista, Nebraska Strategic Plan for 2007-2009

As a part of the annual strategic planning work session the Mayor and City Council developed and has adopted this strategic plan to position the city government to meet La Vista's future needs.

1. Pursue revitalization of the 84th Street corridor

Key objectives:

- a. Understand that revitalization of the 84th Street corridor is twofold which includes dealing with the loss of businesses and vacant storefronts as well as potential redevelopment of the corridor
- b. Seek professional services to bring new ideas to the table and assist with plan development
- c. Appoint a committee to work on the development of an 84th Street Corridor Revitalization plan (*with consultant*)
 - i. Provide avenues to involve current business owners and other stakeholders in decisions about a redevelopment plan
- d. Adopt and enforce design standards to assure attractive redevelopment that promotes a unique community identity

Responsible Parties: Administration & Community Development

Action Steps:

- ♦ ICSC Attendance & Exhibition — May 2007
 - Cultivate resources and contacts identified from recent attendance.
 - Follow up correspondence & marketing materials were sent out.
- ♦ Budget for increased ICSC Participation & Exposure
 - Funding for the identified ICSC programs was approved in the recommended FY 08 municipal budget.
 - ICSC Deal Makers — October 2007 Attended by Gunn & Birch.
 - ICSC Alliance — January 29-30, 2008, St. Louis — Attended by Ramirez and Birch. New contacts were made and follow up marketing materials and site location information was sent out).
 - ICSC Annual Conference — May 2008 Plans are currently underway for attendance at this conference. Staff is also working on enhancements to our booth and updating handout materials offering site location information related to our various commercial areas.
- ♦ Begin 84th Street Visioning Process for Public Spaces — Anticipate utilizing American Planning Association (APA) resources.
Staff is working to develop a recommended strategy for addressing the 84th Street Corridor which we anticipate discussing further at the strategic planning workshop.
- ♦ Items C & D are not currently anticipated in the upcoming fiscal year. As we continue to develop an 84th Street strategy it is anticipated that potential funding sources will be considered prior to the end of the current fiscal year.

Timeline: Immediate & Ongoing

2. Provide for planned, fiscally responsible expansion of the city's boundaries.

Key objectives:

a. Prepare a long-range plan for the annexation of both residential and industrial subdivisions

Responsible Parties: All departments will be involved with primary responsibility to Community Development, Finance & Administration

Action Steps:

- ♦ Community Development and Finance prepare draft
Staff has prepared a synopsis of the current debt to valuation ratios of the subdivisions within the city's extra territorial zoning jurisdiction and drafted a potential timeframe recommendation. Based on Council feedback, a more detailed plan will be drafted for Council consideration.
- ♦ Draft to Council at 2008 Strategic Planning Workshop
This information along with a recommended timeframe for annexation is included in your strategic planning workshop materials.
- ♦ Plan approval by ~~Fall of 2008~~ prior to the 2009 City Council Strategic Planning Workshop

Timeline: Plan completion at ~~time of FY 08/09 Budget adoption~~ February 2009

b. Plan for infrastructure improvements in the city's capital improvement budget

Responsible Parties: Administration, Finance & Public Works

Action Steps:

- ♦ Adoption of CIP 2008-2013, September 2007
Completed.
- ♦ Develop Capital budget for projects approved for FY 2008
Completed.
- ♦ Implement quarterly project progress reports
The Assistant City Administrator has developed the process and forms for said reports. The first reports were submitted at the end of December.
- ♦ Draft of 2009-2014 plan to Council at 2008 Strategic Planning Workshop
This is included in the materials for the strategic planning workshop.

Timeline: Fall of 2007 & Ongoing

c. Communicate the annexation plan and property tax implications to key stakeholders

Responsible Parties: Administration

Action Steps:

- ♦ Letters to property owners
- ♦ Quarterly newsletter
- ♦ Website
- ♦ Public Meetings

Timeline: TBD based on plan.

3. Preservation of older residential neighborhoods

Key objectives:

a. Schedule needed improvements in public facilities through the city's capital improvement plan

Responsible Parties: Public Works

Action Steps:

- ♦ Submit public facility improvements as part of the CIP process.

Timeline: Ongoing

b. Strengthen and enforce city building and environmental codes

Responsible Parties: Community Development

Action Steps:

- ♦ Review and propose improvements to municipal codes.
- ♦ Continue to be proactive in code enforcement.

Timeline: Ongoing

c. Implement a rental inspection program

Responsible Parties: Community Development

Action Steps:

- ♦ Review resource requirements for program.
- ♦ Develop proposal for rental housing program.

Timeline: Propose program as part of the FY 2008/09 Budget

4. Strengthen a sense of shared community identity among residents and businesses.

Key objectives:

- a. **Provide leadership to accomplish a significant celebration of the community's 50th anniversary.**

Responsible Parties: Administration

Action Steps:

- ♦ Retain the services of an author to write the La Vista Story.
The City Attorney has assisted the Assistant City Administrator in making some contacts with people who have worked on similar projects. As a result, a project steering committee has been formed. The steering committee (consisting of Rita Ramirez, Tom McKeon, Alan Ronan, Jeff Sinnett, Shon Barenklau and Brenda Gunn) met and among other things recommended proceeding with a meeting of those knowledgeable about La Vista's history to inform them about the project. That meeting has taken place and was well attended. Subsequent meetings will soon begin to start recording the oral histories.
- ♦ Engage the La Vista Community Foundation in the planning of 50th Anniversary celebration events.
Once the LVCF has hired an Executive Director we will begin working on this.
- ♦ In conjunction with the LVCF, identify a 50th Anniversary Celebration committee.

Timeline:

- ♦ ~~Currently in the process of identifying an author, timeline to be identified. Intend to be completed for the City's 50th celebration.~~
- ♦ Committee established by Summer of 2008

- b. **Market community identity through strategic partnerships with the Chamber of Commerce and the Community Foundation**

Responsible Parties: Administration

Action Steps:

- ♦ Propose funding for marketing materials
Funding for has been included in the recommended FY 08 municipal budget.
- ♦ Develop Website Video
We have submitted our final revisions and anticipate completion at any time.
- ♦ Identify opportunities for cooperative efforts with Chamber and Foundation (i.e. Citizen Survey)
The results of the Citizen Survey are included in your strategic planning workshop materials. Following the workshop, we anticipate doing a press release to announce the availability of the results. We will make the survey results available to public at City Hall, the Library and online. We will also provide a synopsis in the next Citywise Newsletter.

Timeline: Immediate & Ongoing.

- d. Conduct a random-sample written survey of citizens to determine attachment to community and ideas for improving the community and municipal services.**

Responsible Parties: Administration

Action Steps:

- ♦ Funding request as part of the FY 07/08 budget
- ♦ If approved, engage with the National Citizen Survey to conduct survey.

Timeline: Completed.

- e. Distribute quarterly citizen newsletter to residents of La Vista's SID's**

Responsible Parties: Administration

Action Steps:

- ♦ Funding request as part of the FY 07/08 budget

Timeline: Completed.

5. Improve and expand the city's quality of life amenities for residents and visitors to the community.

Key objectives:

- a. Complete swimming pool plan and determine implementation schedule**

Responsible Parties: Administration & Finance

Action Steps:

- ♦ Continue working with Citizen Committee to present recommendation to the Mayor & Council
- ♦ Based on scope of recommended project, prepare financing proposal.
- ♦ Propose a timeline for potential bond issue.

Timeline: Fall 2008

Based on the Swimming Pool Committee's desire to have additional community input, two related questions were included in the Citizen Survey. Now that we have received the survey results, it is anticipated that the Committee will start meeting again in April to consider the survey results and formulate a recommendation for the Mayor and Council.

b. Identify options for creation of public green space with the property owner of the sod farm and develop a plan

Responsible Parties: Administration, Community Development, Public Works, Recreation
Action Steps:

- ♦ Explore opportunities with the La Vista Community Foundation
- ♦ Request funding for plan development. A recommendation for funding is included in the CIP draft.

Timeline: Ongoing. Propose funding for plan as part of the FY 2008/09 Budget.

d. Create strategies for accomplishing other high priority quality of life amenities identified by residents through the citizen survey

- ♦ To Be Determined based on results of citizen survey.

6. Become more proactive on legislative issues

Key objectives:

a. Form a consortium with other local governments in the region so as to work cooperatively in pursuit of mutual interests

Responsible Parties: Mayor & Administration

Action Steps:

- ♦ Quarterly Mayors Meeting

Timeline: Completed & Ongoing.

b. Adopt a common legislative agenda for advancing state policies that promote the interests of communities in the consortium

i. Consider hiring a lobbyist

Responsible Parties: Administration

Action Steps:

- ♦ Through an Interlocal Cooperation Agreement the five cities of Sarpy County have jointly hired a lobbyist and established a legislative agenda for the 2008 Legislative session.

Timeline: Completed & Ongoing.

7. Adopt and implement standards of excellence for the administration of city services.

Key objectives:

a. Achieve a successful leadership transition in the fire department

Responsible Parties: Fire & Administration

Action Steps:

- ♦ This has been successfully completed and the transition will continue to evolve.
- ♦ Continue to monitor progress and address related issues. Must also continue to monitor legislation related to volunteer fire departments.

Timeline: Ongoing.

b. Provide for the orderly and uninterrupted transition of personnel into key city appointed positions through a succession plan

Responsible Parties: All Departments

Action Steps:

- ♦ Utilize hiring process as an opportunity to review position descriptions to articulate long term organizational expectations
- ♦ Fund and provide training opportunities
Funding for additional training opportunities has been included in the FY 08 municipal budget.
- ♦ Provide succession planning training to the Management Team
- ♦ Review and make recommendation regarding the City's policies for funding for employee educational assistance.
- ♦ In conjunction with a local educational institution develop a training program for mid-level supervisors tailored to the needs of our organization.
- ♦ Establish quarterly meetings between mid-level supervisors and City Administrator. It is hoped that this will provide an opportunity for the City Administrator to provide updates about what is going on in the organization and an opportunity to answer questions.
- ♦ Consider establishing a City Hall internship for an up and coming supervisor.
- ♦ **Timeline:** Immediate & Ongoing.

c. Expand formal learning opportunities for employee development

Responsible Parties: All Departments.

Action Steps:

- ♦ Fund training requests as part of the annual budget.
Funding was approved in the FY 08 municipal budget.
- ♦ Identify opportunities in-house training
Funding for to bring an ICMA Training Session to La Vista has been included in the approved FY 08 municipal budget.

Timeline: Immediate & Ongoing.

d. Assure the recruitment and retention of city staff through competitive compensation which is guided by results of a wage and benefit survey

Responsible Parties: Human Resources

Action Steps:

- ♦ Funding was included in FY 08 budget.
- ♦ Council recently approved a contract engaging a consultant to perform a compensation study for certain positions. That process is currently underway and is anticipated to be completed this spring.

Timeline: TBD