

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
SEPTEMBER 18, 2007 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 second 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.

It is intended that the Mayor and Council will be briefed quarterly on the status of the strategic planning initiatives. This first quarterly report outlined action steps, timetables and responsible parties. Updates included in this second report are indicated with the use of a *handwriting font*.

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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.*
 - *Working on reconnecting with some contacts at ICSC Dealmakers in Chicago in October.*

- ♦ Budget for increased ICSC Participation & Exposure
Funding for the identified ICSC programs has been included in the recommended FY 08 municipal budget.
 - ICSC Deal Makers — October 2007
 - ICSC Alliance — January 2008 (anticipated)
 - ICSC Annual Conference — May 2008
 - ♦ Begin 84th Street Visioning Process for Public Spaces — Anticipate utilizing American Planning Association (APA) resources.
 - ♦ Items C & D are not currently anticipated in the upcoming 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
The Finance Director will be developing a preliminary assessment of the financials of subdivisions within the city's ETJ.
- ♦ Draft to Council at 2008 Strategic Planning Workshop
- ♦ Plan approval by Fall of 2008

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

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
Scheduled for Council consideration 9/18/07
- ♦ Develop Capital budget for projects approved for FY 2008
Scheduled for Council consideration 9/18/07
- ♦ Implement quarterly project progress reports
Assistant City Administrator is developing the process and forms for said reports.
- ♦ Draft of 2009-2014 plan to Council at 2008 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.
- ♦ Engage the La Vista Community Foundation in the planning of 50th Anniversary celebration events
- ♦ In conjunction with the LVCF, identify a 50th Anniversary Celebration committee.

Timeline:

- ♦ Currently in the process of identifying an author, timeline to be identified.
- ♦ 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
A script has been developed and footage of the community recently shot. We are now waiting to see it put together.
- ♦ Identify opportunities for cooperative efforts with Chamber and Foundation (i.e. Citizen Survey)
Funding for a Citizen Survey has been included in the recommended FY 08 municipal budget. If the survey is ultimately approved, staff will work with said entities to determine if any cooperative efforts would be beneficial.

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
Funding has been included in the recommended FY 08 municipal budget.
- ♦ If approved, engage with the National Citizen Survey to conduct survey.

Timeline: TBD

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
Funding has been included in the recommended FY 08 municipal budget.
Anticipating approval of this item, the first newsletter to be distributed to all residents of La Vista's SID's will go out in late October.

Timeline: Winter 2008 if funding is approved.

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, it is recommended that related questions be included in the Citizen Survey (if approved). Therefore, it is unlikely that a recommendation to Council from the Committee would come before Winter.

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.

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.
Funding has been included in the recommended FY 08 municipal budget.

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: Immediate & 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:

- ♦ Current exploration of this initiative is underway
- ♦ Funding to be requested in the FY 07/08 budget

Timeline: Immediate & Ongoing.

At the September 4, 2007 City Council meeting the Council approved an Interlocal Cooperation Agreement with Bellevue, Papillion, Springfield, and Gretna (The United Cities of Sarpy County) to facilitate the hiring of a joint lobbyist. In addition, Council also approved an agreement with Joe Kohout, Kelley & Lehan to provide lobbyist services.

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.

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 recommended 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.

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 for additional training opportunities has been included in the recommended 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 recommended 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 request as part of the FY 07/08 budget.
Funding has been included in the recommended FY 08 municipal budget.
- ♦ If approved, engage with consultant to conduct survey.

Timeline: TBD