

RESOLUTION #11-18-2013A

A Resolution approving the Mount Vernon Strategic Plan for 2014.

Motion made by _____, seconded by _____ to _____
Resolution #11-18-2013A

Resolution #11-18-2013A _____ on November 18, 2013, by the following roll call vote:

YES:

NO:

ABSTAIN:

ABSENT:

MOUNT VERNON CITY COUNCIL
MOUNT VERNON, IOWA

Scott C. Peterson, Mayor

ATTEST:

Sue Ripke
Assistant City Administrator/Clerk

City of Mount Vernon, Iowa
Municipal Strategic Plan
2013

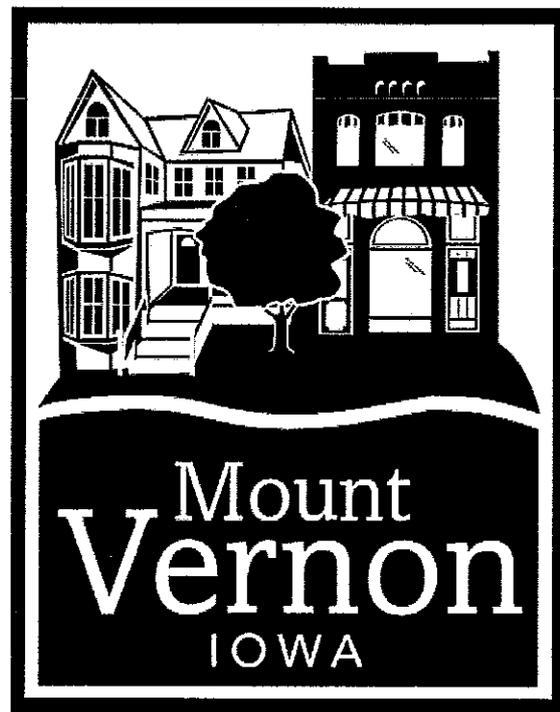


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A. Contributors

Scott Peterson	Mayor
Marty Christensen	Mayor Pro Tem, City Councilor
Slaton Anthony	City Councilor
Jamie Hampton	City Councilor
Marianne Taylor	City Councilor
Francesca Thompson	City Councilor
Michael Beimer	City Administrator
Sue Ripke	Assistant City Administrator/Clerk
Mark Winder	Chief of Police
Matt Siders	Parks & Recreation Director
Loren Hartelt	Public Works Director
Dan Boggs	City Engineer

B. Purpose

By defining the mission, values, and prioritized strategic goals for the City of Mount Vernon, this strategic plan shall guide the allocation of city resources through the annual budgeting process, development of capital project plans, and guide the general agenda and focus of staff and elected officials. Beyond regular operational activities, the efforts of the city government will be dedicated to achievement of the strategic goals while respecting the values and ultimately serving the mission.

C. Lifecycle of the Plan

This plan will be reviewed and updated annually to reflect any shift in priorities or changes internal or external to the community. The review will take place prior to capital project planning and budgeting process for the upcoming fiscal year.

D. Our Mission

To ensure the highest quality of life for our citizens and visitors through the efficient and effective provision of basic municipal services, and by

promoting cultural, recreational, educational and economic opportunities, as well as protecting our history.

E. Our Values

1. Transparency and Inclusiveness

The business of the City of Mount Vernon will be conducted in an open manner, always striving to communicate and collaborate with our citizens and businesses, schools and churches, and with neighboring cities and governmental agencies.

2. Execution and Improvement

We strive for excellence in execution of our plans and duties, always mindful of opportunities to improve our performance in serving the community.

3. Safety and Wellness

Our concern for the safety and wellness of the citizens of Mount Vernon and our staff is reflected in our goals, policies, and actions.

4. Aesthetics

We believe in the positive influence of aesthetic quality on the general quality of life in a community, and thus will invest in the aesthetics of all capital improvement projects.

5. Quality and Sustainability

We value quality in our services and infrastructure, and will ensure the financial and environmental sustainability of our city services and the community as a whole.

F. Planning Framework

Eight municipal planning areas span the breadth of the functions and responsibilities of city government and provide a context within which

strategic goals have been defined and prioritized in support of the mission. The goals are to be achieved through one or more projects or actions of city government.

G. Municipal Planning Areas

1. Economic Development

Creating jobs and increasing the property tax base.

2. Public Safety

Providing police and fire protection, and an ambulance service.

3. Transportation

Planning, building and maintaining our streets, trails, sidewalk system, and public transportation.

4. Utilities

Delivering water, wastewater, storm water, gas, electricity, and internet services.

5. Refuse and Recycling

Managing solid waste, recycling, yard waste, and brush to promote efficient use and disposal of materials.

6. Recreation and Culture

Providing youth and adult sports, public art, parks, community center, recreation facilities, trails, theater, festivals, historical programs, library, and wellness programs.

7. General Administration

Administering general government, information technology and human resources.

8. Community Betterment

Section I

Building streetscapes, gateways, and other improvements with Main Street/CDG and other partners.

A. Planning Area Prioritization

Participants were asked to select the two planning areas in which they feel Mount Vernon needs investments or improvements.

Planning Area	Ranking
1. Transportation - Streets, trails, sidewalk system, and public transportation	1
2. Economic Development - Creating jobs and increasing the property tax base	2
3. Utilities - Delivery of water, wastewater, storm water, gas, electricity, internet	3
4. Recreation and Culture - Youth and adult sports, public art, parks, community center, recreation trails, theater, festivals, historical programs, the library, wellness programs	4
5. Community Betterment - Streetscapes, Gateways, Main Street/CDG	5
6. Public Safety - Providing police and fire protection, and an ambulance service	6
7. Refuse and Recycling - Management of solid waste, recycling, yard waste, and brush	7

B. Strategic Goals and Actions

Goals were defined within each planning area by the working group. The goals were prioritized through a process where each participant was allowed to select two goals within each planning area, of those getting at least one prioritization vote, that they deemed to be of the most immediate strategic importance.

C. Transportation Goal Priorities

Goal	Ranking
1. Complete master transportation plan <ul style="list-style-type: none"> a. complete street inventory and ratings b. continue sidewalk improvement program c. prioritize street improvements review street uses and classifications - current and future d. consider embargos and/or truck routes compile master plan 	1
2. Provide additional safe, convenient, and attractive parking for the uptown district <ul style="list-style-type: none"> a. improve the north side municipal lot b. acquire additional land for parking c. improve south side municipal lot 	2
3. Promote non-automobile transportation (biking and walking)	3

D. Economic Development Goal Priorities

Goal	Ranking
1. Promote Hwy 30/1 corridor development through zoning, etc.	1
2. Provide incentives to attract businesses and light industry	2
3. Recruit professional service providers	3
4. Develop sufficient affordable, and safe housing for seniors, college and first time home buyers	4
5. Promote different types of development north of the Union Pacific tracks	5
6. Develop holistic economic development plan	6

E. Utilities Goal Priorities

Goal	Ranking
1. Improve the efficiency and sustainability of the wastewater treatment system <ul style="list-style-type: none"> a. implement treatment of wastewater effluent to meet particulate and disinfection standards (CIP) b. replace and maintain valves and pipes to improve the quality and continuity of service (Budget FY15) c. Develop and implement a sanitary sewer repair and lining program from the televised and video records to reduce infiltration and inflow 	1
2. Water System Maintenance <ul style="list-style-type: none"> a. Continue valve maintenance program b. Start a valve replacement program c. Explore option of bid package for curb stop replacement program d. Water improvements plan to be developed and implemented to include existing watermain replacement and 1" lead line replacement 	2
3. Ensure good planning and design for storm water management in new developments and public improvement projects <ul style="list-style-type: none"> a. Subdivision review b. Comprehensive stormwater plan for US Highway 30 bypass area c. Comprehensive stormwater plan for north of the UPRR tracks d. Stormwater detention ordinance 	3
4. Assure better access to high-speed communications and information networks	4

F. Recreation and Culture Goal Priorities

Goal	Ranking
1. Complete development of the Community Center	1
2. Complete master parks plan	2

Section II

<ul style="list-style-type: none"> a. complete parks inventory b. plan future use for each park c. compare parks and recreation resources to national standards for parks facilities and services according to local demographics d. establish target metrics for parks and recreation facilities, programs, and citizen utilization 	
3. Complete the inter-urban recreational trail system	3
4. Increase the amount of public art in the community <ul style="list-style-type: none"> a. Require the inclusion of public art in city improvement projects b. Plan for inclusion of public art in parks development c. Require public art in private development projects 	4
5. Connect the city's recreational trails with the regional trails network	5

G. Community Betterment Goal Priorities

Goal	Ranking
1. Begin implementation of uptown streetscape plans <ul style="list-style-type: none"> • involve Historic Preservation Commission in final design for uptown streetscapes 	1
2. Continue to support the CDG sufficiently to allow it to provide design and economic development services	2
3. Provide professional city planning services	2
4. Ensure consistent use of the appropriate streetscape fixtures and design elements in all city improvement projects	4
5. Railroad quiet zones and noise abatement	5

H. Public Safety Goal Priorities

Goal	Ranking
1. Ensure adequate staffing of ambulance service 24/7/365 a. Recruit city staff b. Gain agreement from businesses to allow employees to leave for calls	1
2. Collaborate on public safety services with nearby entities	2
3. Provide adequate space for the police department	3
4. Ensure adequate staffing of MVFD 24/7/365 a. Recruit city staff b. Gain agreement from businesses to allow employees to leave for calls	4
5. Provide a storm shelter for residents of the mobile home park	5
6. Ensure adequate staffing for police department coverage 24/7/365	6

I. Refuse and Recycling Goal Priorities

Goal	Ranking
1. Increase the percentage of city waste recycled (rather than disposed of in the landfill) by 10% by the start of fiscal year 2015	1
2. Provide recycling opportunities beyond curbside service a. provide recycling containers on the streets, especially during public events b. provide recycling a drop-off for batteries, oil, fluorescent bulbs, Styrofoam, cardboard, etc. c. Work with local businesses and institutions to encourage more recycling	2