

City of West Burlington
Adopted DATE

Ongoing Opportunities or Long-term Goals

- Position the City to address shortfalls in revenue, state and federal mandates, and work to leverage local funds with grants and outside funding
- Create and maintain a strong general fund fund balance
- Work to retain and increase the economic development tools available to the city (TIF)
- Increase communication with the community, community awareness and engagement
- Attract residents and employment opportunities to WB

Council and Management Agenda FY 23 - FY24

Community and Economic Development

- Track new tax abatement programs to determine effectiveness
- Develop economic development webpage that identifies local, (state and federal) resources such as TIF and Tax Abatement
- Develop business friendly community development webpage for code requirements, review and permitting
- Drive the discussion and identify partnerships for redevelopment of the mall and surrounding area
- Downtown façade program and identify other potential improvements and programming, farmer's market
- Support more cultural and recreational opportunities for residents

Housing

- Drive or help lead the efforts to drive housing development and rehabilitation
 - New housing developments
 - Housing Rehab programs – review and amend program using LMI to expand program and continue to have SEIRPC manage new WB Housing Trust Fund, and work with SCC to maximize program dollars
 - Consider updates to the zoning ordinance to modernize opportunities for new residential and multi-residential development (lot size, zero lot lines, codes, etc.)

Communication, Marketing and Engagement


- Develop new City website and continue to improve each sections content
 - Community email and text notifications
 - Electronic Newsletter in addition to paper
 - Drive residents and businesses to the website (but it must be a useful tool)
- Increase public engagement and participation opportunities
 - Coffee with a Cop/Mayor/Councilmember/City Administrator/Departments
 - Comprehensive Plan (or other planning opportunities)
 - Promote boards and commissions
 - Consider a phone in time or chat function for City Council meetings

- Increase engagement with the business community
 - Annual West Burlington Business Awards Program (Business After Hours Style program)
 - Highlight a business each month on Facebook
- Increase communication output (electronically and through multiple channels)
 - Celebrate WB, Tell our story, more thorough yet clear summaries of city efforts and projects, including project signage/boards at DPW or project site

Quality of Life

- Placemaking – introduce concepts, develop ideas and plans, and create a sense of place
 - Examples: Mixed used development, trails, parks/pocket parks, walkability, lighting, safety, connectivity and items unique to West Burlington
 - Cleanliness (look and feel of the city): All districts, nuisances, zoning issues, hard surfacing, city facilities, etc. (firm, consistent, follow through and support, the little things matter)
 - Continue programs that provide benefits to the community, environment, and city – trees, pollinator parks, etc.
 - Review the need, potential opportunities, and funding sources for a community center

City Internal & Department Goals

- Capital Improvement Plan (CIP)
- Capital Equipment and Facilities Plan (v. CIP and Budget 5-year outlook)
- Evaluate water, sewer, and stormwater rate structures
- Consider ending the current agenda and working with Beaverdale and Rural Water to see if they can be better serviced via Rural Water, Evaluate ability to address illegal sewer connections at the time a home sells or the property transfers (require sewer and stormwater separation)
- Comprehensive Plan (or some form thereof – strategic or master plan for area/s, lean comp plan, etc.)
- Identify and discuss potential areas of cooperation with the School District, City of Burlington, and County (or other potential partners) – across the board, leave nothing off the table to start
- Review City Hall and exempt wage schedules 

Key Projects (Need and how many? Top 3, critical?)

- Trails and/or sidewalks – Gear Avenue, Agency, and Broadway (Hwy 34, crossing Gear)
- Stormwater Master Plan, Stormwater projects
- Sewer force main study
- Residential I&I program or project based? Funding dependent?
- Continue street maintenance program
- Sidewalk maintenance, ADA, and connectivity
- Evaluate need for round-a-bout at Division Street and Gear Avenue Intersection

Comments/Discussion: (Consider answers, provide guidance to staff, and adding appropriate sections to goals)

- Think big, be aggressive, think outside the box, offer incentives (but it must be a win-win) identify partners, be open to new ideas (OK to try and fail and learn)
- Development and Projects - Funding – how aggressive are we willing to go to get things done sooner rather than later or at a quicker pace?
- We need to be thinking long term, do more planning and see what actions we can take now to move the needle forward
- Are we willing to take the heat/grief if it is in the city's overall best interests? Council support of staff in efforts to clean up areas consistently