

Date of Action: 12/9/13	
Approved <input checked="" type="checkbox"/>	Denied <input type="checkbox"/>
By: <i>K. Smith</i> amended to	

include items A-H in list.

CITY COUNCIL ACTION MEMORANDUM

AM No. 13-42: Confirming the goals and initiatives for FY2015 thru FY2016.

Originator: Troy Tankersley, Finance Director

Date: 11/26/2013

Agenda of: 12/9/2013

Route to:	Department Head	Signature	Date
X	Chief of Police	<i>Steve Belden</i>	
X	Public Works Director	<i>[Signature]</i>	11/26/13
X	Events Coordinator & Facility Supervisor	<i>Don Jaggerud</i>	12/2/13
X	Finance Director	<i>[Signature]</i>	11/16/13
X	Deputy Administrator	<i>[Signature]</i>	11/27/13
X	City Clerk	<i>[Signature]</i>	12/3/13

Reviewed by Mayor Verne E. Rupright: *[Signature]*

Fiscal Impact: yes or no

Funds Available: yes or no

Account name/number/amount: N/A

Attachments: Budget Goals and Initiatives for FY2015 – FY2016 (8 pages)

Summary Statement: Attached is a listing of budget goals and initiatives for the fiscal year 2015 and fiscal year 2016.

As part of the budget process, the City Council has adopted eight multi-year goals. To implement these long-range goals, the Council establishes budget initiatives each year as part of the budget preparation process. Once the Council adopts goals and budget initiatives, departments, begin preparing their budgets. As part of the final budget adoption process, City departments are assigned the responsibility for implementing specific budget initiatives. These goals and budget initiatives become the top priorities that administration and staff work to accomplish in their annual work program. These were discussed during the Special Meeting of the City Council on November 13 2013.

Several items were discussed at the November 13, 2013, City Council Special Meeting. There was no formal vote since the meeting was conducted within a committee of the whole. However, items where there seemed to be consensus have been noted and are as follows (*please see attached.*)

Initiative Number:

- 01 – Deleted prior language and added new language.
- 03 – Added language for electronic media devices and recording of meetings on City web site.
- 11 – Amended language to pave additional collector roads.
- 15 – Added language to address road issue at Crusey and Nelson.
- 18 – Added language to include tobacco and alcohol taxes.
- 20 – Deleted “community dividend”.
- 23 – Added archery and paintball.
- 25 – New initiative to address reduction of GF transfer by 8% per year to the CMMSC Fund.
- 30 – Deleted language reference to “Crimes against Children Unit Investigator”.
- 33 – New initiative to review consolidated dispatch possibilities.
- 40 – New initiative to expand the cemetery to include the addition of a columbarium. Complete paving, add a sign and a fence, and research acquiring additional land.

In addition, the City Planner has requested the following additional initiatives for the goal to implement the Comprehensive Plan.

- A. Remove #38 and add: Create a Downtown Overlay Zoning District for the area described in the Downtown Area Plan with specific design requirements for parking, pedestrian accessibility/walkability (ADA), streetscape improvements, etc.
- B. Remove #39 and add: Require that building retrofit projects comply with development standards in the Downtown Overlay Zoning District.
- C. Coordinate with Alaska Department of Transportation and Public Facilities to ensure that Main Street/Yenlo couplet design is consistent with the Downtown Area Plan and improves school safety for high school and middle school students walking along or crossing Bogard Road.
- D. Update the City’s Official Streets and Highways Plan to reflect the changes since the plan’s adoption in 2005.
- E. Encourage Matanuska-Susitna Borough to offer economic development incentives for development within the City such as tax deferrals/abatements, issuing revenue bonds, and fast track subdivision plat approvals (especially when combining lots or shifting lot lines).
- F. Review/update the City’s Official Zoning Map to ensure that properties are zoned properly to encourage appropriate type of development.
- G. Continue to coordinate with Alaska Department of Transportation & Public Facilities to identify ways to improve transportation networks utilizing “Complete Streets” and “Context Sensitive Design” standards, as appropriate.
- H. I would also suggest moving #42 to the quality of life goal.

If Council agrees to include these items, a motion will need to be made requesting administration to incorporate the following items into the Goals and Initiatives list. The list will then be renumbered accordingly.

Staff Recommendation: Confirm the Fiscal Year 2015 and Fiscal Year 2016.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Keep local government efficient and accountable to the citizens of Wasilla

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
1	X		X												
2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	X	X	X	X	X	X	X	X			X	X	X	X	X
4	X			X	X										
5	X				X	X									

1. The City shall pass a sustainable biannual budget in which operating expenditures will not exceed operating revenue. The City will maintain and improve existing services while maintaining a 0.0 mil rate.
2. Refine the performance measurement system for each department in order to evaluate performance of the City's departments in providing services.
3. Continue to enhance and expand City website to implement electronic government (e-government), to improve access to public notices, maps and economic data, and to facilitate communication (electronic devices for Council members, recorded Council meetings and commission meetings on City web site).
4. Reestablish Tri-Cities meetings to work on items of mutual interest and work to establish a biennial Tri-Cities/Borough meeting.
5. Continue employee emergency management training and preparedness planning to ensure continuity and efficient recovery in the event of a disaster. Include discussions with the Mat-Su Local Emergency Planning Committee (LEPC) and local businesses.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Encourage a strong and diverse economic base in the City of Wasilla

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
6	X		X		X		X								
7	X		X		X		X				X		X		
8	X				X		X								
9	X		X		X						X				

6. Encourage new business to locate to and invest in the City of Wasilla by actively marketing Wasilla as an attractive business location.
7. Develop long-range strategic economic development plan for the City that includes job development initiatives.
8. Develop a written strategic plan for annexation and consider requesting the State Legislature to provide additional annexation tools.
9. Encourage an increase in senior and disabled residents by improving handicap accessibility, researching impacts of utility costs, and supporting existing programs and new residential construction for seniors and the handicapped.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Refine and improve the long-term Capital Project Plan to preserve and improve City infrastructure to provide for future growth

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
10	X		X								X				
11	X		X								X	X			
12	X	X	X								X				
13	X				X										
14	X										X				
15	X		X		X		X				X				

10. Invest at least \$1,250,000 in city infrastructure improvements each fiscal year.
11. Pave additional collector roads using State grant receipts.
12. Modify Code and/or Policy to allow for LID process as a means to support improved street system.
13. Encourage co-location of various governmental and social services agencies in the City of Wasilla.
14. Plan for expanded utility capacity at the sewage treatment plant and new drinking water sources.
15. Identify funding sources for construction of new library and address the possible road congestion issue at Crusey and Nelson.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Develop stable and equitable sources of revenue that will provide the needed funding to accomplish the mission statement

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
16	X		X												
17	X		X		X										
18	X		X		X								X	X	
19	X		X		X								X	X	
20	X		X		X										

16. Continue to improve and refine long-range financial planning process to include lobbying of federal and state entities.
17. Remain proactive in maintaining sale tax revenue in the event the Borough or State moves to enact a sales tax. Oppose any changes to AK Statutes that may restrict the City's ability to collect sales tax as set forth in WMC 5.16.
18. Work with Tri-Cities and the Borough on dedicated funding formula for use of bed tax, tobacco tax, and alcohol tax to support tourism development and City programs.
19. Identify Borough funding sources to achieve full funding of the Library.
20. Support a continuing source of funding for revenue sharing and/or other State aid to City's programs.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Continue progress in making the enterprise funds self-sufficient while ensuring the systems meet environment and development needs of the citizens and the businesses

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
21	X										X	X			
22	X				X										
23	X										X		X		
24	X		X		X						X				
25	X		X										X		

21. Develop plans for water and sewer service at the Wasilla Municipal Airport.
22. Expand number of Airport tie-down spaces and lease lots to accommodate aviation community and to expand Airport revenue.
23. Promote use of the Curtis Menard Memorial Sports Center for events including national, state, and regional sporting events; trade shows; conferences and conventions; while maintaining support to local organized sports programs to include archery and paintball. Obtain support from the Matanuska-Susitna Convention and Visitors Bureau (MSCVB).
24. Review utility rate structure to ensure water and sewer funds have suitable reserves while providing a fair rate structure to the customer.
25. Reduce the General Fund transfer to the Curtis Menard Memorial Sports Center 8% per year, excluding CIP transfers.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Continue to provide the citizens with the highest quality of law enforcement service possible in the most efficient and effective manner available

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
26	X							X	X	X					
27	X		X					X	X	X					
28	X							X		X					
29	X							X	X						
30	X							X							
31	X		X		X			X			X				
32	X							X							
33	X		X		X			X	X		X				

26. Through grant and local funding, support law enforcement training to enhance police officers' and dispatchers' skills, maintain certification programs (established by the Department or required by practice, regulation or law).
27. Update law enforcement equipment and related response capabilities to improve critical response capacity of Police Department personnel.
28. Utilize highly visible City presence to enhance safety of residents and businesses by increasing preventative presence and visibility in neighborhoods.
29. Continue to improve service to the public by promptly responding to calls and by providing and enhancing law enforcement dispatch services which we are contractually and ethically obligated to perform.
30. Support the youth of the community through existing programs such as School Resource Officer and Youth Court.
31. Support, design and develop a relocation plan of the exiting police facility and identify funding sources for relocation.
32. Increase community policing with programs such as Business Academy, Senior Academy, Neighborhood Watch and Business Watch.
33. Review consolidation of dispatch possibilities.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Preserve and enhance the quality of life for current and future residents of Wasilla and for visitors to this community

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
34	X				X						X	X			
35	X				X							X			
36	X				X							X			
37	X		X												
38	X				X						X	X	X	X	X
39	X				X		X				X		X	X	X
40	X	X	X		X						X	X			
41	X				X		X				X	X			

34. Allocate funding annually for the preservation and clean-up of lakes and waterways within the City.
35. Enhance Lake Lucile Park and water quality to increase use.
36. Enhance Wasilla Lake Park use to include exploring opportunities to enhance recreational activities.
37. Assign \$50,000 annually for land bank for the purpose of positioning the City to purchase land as necessary to enhance the quality of life for residents of the City of Wasilla.
38. Continue to encourage and promote cultural and recreational programs, events, and activities to improve the quality of life of the City's residents and visitors through the use of City facilities (such as parks, museums and library).
39. Establish citizen focus groups and continue to conduct community surveys to assist in the development of long-term plans and policies to accommodate future growth.
40. Look to expand the Cemetery by involving the addition of a columbarium. Complete paving, add a sign and a fence, and research acquiring additional land.
41. Continue to enhance the structures and the aesthetics of the historic village in the downtown district.

Wasilla Budget Goals and Initiatives for FY2015 – FY2016

GOAL: Begin to implement the Comprehensive Plan

<i>Department(s) Responsible for Supporting Specific Budget Initiative</i>															
	Admin	City Clerk & Records	Finance	MIS	General & Admin	Human Resources	Planning	Police	Dispatch	Code Compliance	Public Works	Parks, Property & Roads	Recreation & Cultural Services	Library	Museum
42	X				X		X				X				
43	X				X		X								
44	X				X		X								
45	X				X		X				X				
46	X				X		X				X	X			
47	X				X		X				X	X			
48	X				X		X				X	X			
49	X				X		X				X	X			
50	X				X		X				X	X			

42. Create a Downtown Overlay Zoning District for the area described in the Downtown Area Plan with specific design requirement for parking, pedestrian accessibility/walkability (ADA), streetscape improvements, etc.
43. Require that building retrofit projects comply with development standards in the Downtown Overlay Zoning District.
44. Encourage construction of new businesses, office space and hotels in Wasilla's downtown by publicizing the downtown plan.
45. Create a pedestrian-friendly downtown district, including installing and improving sidewalks and pathways in the district.
46. Coordinate with Alaska Department of Transportation and Public Facilities to ensure that Main Street/Yenlo couplet design is consistent with the Downtown Area Plan and improves school safety for high school and middle school students walking along or crossing Bogard Road.
47. Update the City's Official Streets and Highways Plan to reflect the changes since the plan's adoption in 2005.
48. Encourage Matanuska-Susitna Borough to offer economic development incentives for development within the City such as tax deferrals/abatement, issuing revenue bonds, and fast track subdivision plat approvals (especially when combining lots or shifting lot lines).
49. Review/update the City's Official Zoning Map to ensure that properties are zoned properly to encourage appropriate type of development.

50. Continue to coordinate with Alaska Department of Transportation and Public Facilities to identify ways to improve transportation networks utilizing “Complete Streets” and “Context Sensitive Design” standards, as appropriate.