

GOAL 1: Expand and improve development in the communityProjected
Completion

Comments

Objective 1: Support the Marshalltown Central Business District and development in Downtown

Implement Downtown design standards	3/31/2022	Final zoning ORD reading on 4/11
Administer Catalyst Building grant program	4/30/2023	New end date of 6/30/23 approved by State
Administer the shared wall grant program	4/30/2022	New end date of 6/30/23 approved by State
Administer the Downtown Revitalization Grant	8/31/2024	Work w/ owners, RDG underway
Complete the State Street Reconstruction Project	12/31/2023	Bid to be awarded at May meeting
Complete City-owned demolition projects in the downtown	12/31/2022	Demolition underway; additional work in Q2
Create a plan for the temporary improvements/long term use of 21 W Main St	6/30/2022	Additional structural work needed; future Council discussion
Meet monthly with UPH to discuss future of downtown campus	Ongoing	Monthly meetings held in Q1 with UPH, Chamber
Partner with the Chamber to create redevelopment scenarios for hospital, vacant lots	12/31/2022	Met w/ developer-owner of UPH property on future uses
Continue funding for the MCBBD Incentive Grant Program	11/30/2022	No update
Create a Downtown Wayfinding Plan/color scheme with MCBBD	6/30/2022	No update

Objective 2: Support and promote commercial and industrial development

Construct the Edgewood/North 8th Avenue Extension	12/31/2022	Bids to be issued in Q2; new end date of 12/2023
Plat the Edgewood industrial area and sell available lots	12/31/2022	Will occur after street construction
Complete the selective rezoning of the Highway 14 Corridor	3/31/2022	Final zoning ORD reading on 4/11
Apply for a RAISE grant for the Highway 14 Corridor Improvements	7/1/2022	NOFO released; due on 4/14; application in process
Create Urban Renewal Area #7 for the Highway 14 Corridor (north of Bromley)	5/31/2022	Awaiting specific project discussion with Karl for process
Promote and support Water Works' plans for enhanced water production	12/31/2022	No update
Assist Water Works with grant writing as needed	12/31/2022	No update
Investigate industrial Wastewater Treatment Plant capacity enhancements	12/31/2022	Continued meetings w/ Fox and JBS on needs

Objective 3: Increase housing opportunities at all levels

Implement at least one new TIF residential district to support public infrastructure costs	12/31/2022	No update/no proposals for residential TIF
Create a program to support low-to-moderate income housing using both ARPA and TIF LMI funds	6/30/2022	Awaiting ARPA discussion in July
Support the Marshalltown Community Development Corporation (CDC)	Ongoing	No update
Implement ARPA-funded program for home repairs in low-income census tracts	6/30/2022	Awaiting ARPA discussion in July
Provide funding to 10 homes under the Chamber's new home buyer incentive	12/31/2022	Eligible permits issued; unsure of application/reimbursement
Support the Timber Creek Ridge Senior Housing project	5/31/2022	Emails from the developer; will be on April 11th meeting

Objective 4: Proactively prepare for development of all types

Construct Creekside Estates infrastructure	12/31/2022	CO approved; notice to proceed issued to Construct
Construct UnityPoint Health secondary access	12/31/2022	Awaiting land purchase by UPH
Construct South 7th Avenue extension (south of Olive Street)	12/31/2022	Developer completing ACOE work before project bid
Identify greenfield development locations and develop marketing info for locations	12/31/2022	No update
Work with the Chamber on the Industrial Site Certification process	12/31/2022	Staff gathering different ownership, utility data
Consider other infrastructure projects for development projects	Ongoing	No update/no requests received

GOAL 2: Enhance Marshalltown's public imageProjected
Completion

Comments

Objective 1: Eliminate blight throughout the community

Demolish 10 structures under the D&D program	12/31/2022	2 residential, 7 commercial est. completion by 6/30
Submit Lead Grant extension request to HUD	3/31/2022	Extension approved; new end date 9/30/23
Complete 25 projects under the HUD Lead Abatement grant program	12/31/2022	Projects underway; approval granted for higher dollar value
Apply for HUD Lead Abatement and/or Healthy Homes grant	12/31/2022	Next application will not happen until 2023 based on extension
Create and hold a training on citizen role in nuisance abatement	12/31/2022	No update/awaiting software changes
Implement the EPA Brownfield Grant, create ongoing Brownfield Program	8/31/2024	2 Phase 1 assessments underway; plan review by EPA; planning in-process

Objective 2: Design and construct capital projects which enhance the aesthetics of the community

Complete the Pickleball Pocket Park	5/31/2022	Awaiting contractor return; add'l concrete work needed
Complete Elk Park Improvements	6/30/2022	To bid in Q2; completion by 12/31/22
Acquire land for Phase 2 of West End Park Master Plan	12/31/2022	Negotiations underway
Design, complete Peterson Park Improvements	12/31/2022	Design not started; end date now 2023
Design, complete Kiwanis Park Improvements	12/31/2023	Pending 2022 GO Borrowing
Implement Phase 1 of Riverview Park Master Plan (stormwater)	12/31/2023	Pending 2022 GO Borrowing
Design, complete Park 101 (101 West Main pocket park)	12/31/2023	\$250k funding committed in budget; awaiting demo
Implement enhancements at the Cartwright Farmers Market	6/30/2023	\$250k funding committed in budget; awaiting acquisition
Complete the installation of one monument entry sign as part of the Wayfinding Plan	9/30/2023	No update
Implement Riverview Park and Airport wayfinding signs	6/30/2022	Signs ordered; foundation work underway
Install wayfinding directional signs	6/30/2022	DOT reviewing plan before install
Install new park signs with park improvements	12/31/2022	No update
Complete the Freedom Rock-Skate Park trail connection	6/30/2023	Pending 2022 GO Borrowing
Complete railroad crossing safety/quiet zone improvements	12/31/2022	Awaiting plans/specs and UP approval; 3/31 consultation meeting
Design and bid the Center Street viaduct repair project	12/31/2022	Phase A submitted to UP in January; est Nov bid date
Complete the construction of the Airport Terminal/Hangar	2/28/2022	Substantial completion, but not ready for occupancy
Plan, design and bid SRF Sponsored project	12/31/2022	Projects still under consideration; kickoff meeting w/ partners held
Accept the recommendations of the Arts and Culture Master Plan	4/30/2022	Anticipate completed plan, Council presentation in Q2

Objective 3: Improve communication of City programs and initiatives

Provide the Citizens Police Academy	5/30/2022	Academy currently underway
Provide the Citizens Fire Academy	11/30/2022	No update
Provide Budgeting 101 in-person and online	3/31/2022	Due date should be later; Finance working on this now
Identify other social media platforms for use and specify types of communication	9/30/2022	No update
Develop and implement a public campaign for stormwater education	12/31/2022	No update
Conduct the National Community Survey	12/31/2022	Agreement signed; work to start after 7/1/22
Promote notifications on City website to increase users	12/31/2022	No update; looking at success of QR code on postcard for future plan
Identify key City forms/materials for translation into most common languages	12/31/2022	No update
Recognize volunteer board and commission members for years of service milestones	12/31/2022	No update

Objective 4: Support positive community marketing

Complete community marketing contracts with OnMedia, Vision Marshalltown	8/31/2022	Work continues; postcards, newspaper work next
Review the need for ongoing marketing contracts	7/31/2022	No update
Review the promotions and marketing agreement with the Chamber	6/30/2022	2 year agreement approved on 3/28
Continue to work with the Chamber, Vision Marshalltown on the More Than Ever initiative	Ongoing	Incorporating into website redesign

GOAL 3: Continually improve the City's organization & services

	Projected Completion	Comments
Objective 1: Review policies, procedures, and ordinances for updates		
Place an item on the November 2022 ballot to renew LOST through 6/30/35	11/30/2022	Legislation introduced not requiring election; monitoring
Complete the rewriting of the City's Zoning Ordinance	3/31/2022	Final zoning ORD reading on 4/11
Amend the Emergency Operations Plan to reflect changes from the derecho	6/30/2022	No update
Create Continuity of Operations Plan	9/30/2022	Finance working on cybersecurity portion
Collect data on odor levels in the community to determine if ordinance changes are needed	12/31/2022	No update
Adopt the International Property Maintenance Code for rental inspection changes	6/30/2022	No program changes proposed at this time
Review the Fire Code open burning as part of a discussion of odors in the community	12/31/2022	No update
Complete a stormwater rate study	6/30/2022	FY23 budget info provided; presentation/update in Q2
Review City-issued licenses and permits for necessity	6/30/2022	ORD approved for building moving; discussion on special events & peddler/solicitor/transient merchant
Create a policy for the incorporation of diversity, equity and inclusion in City operations	4/30/2022	No update
Create a taskforce to review City operations by department with a DEI policy	Ongoing	No update
Objective 2: Develop comprehensive plans for City infrastructure and improvements		
Present an Annual Street Improvement Program to the City Council	6/30/2022	Awaiting ISU PCI update, likely by the end of 2022
Complete the sidewalk gap project near Anson and Fisher Elementary Schools	12/31/2022	Construction to start late spring/early summer
Fund and complete the sidewalk gap projects near Hoglan Elementary School	8/30/2023	Pending 2022 GO Borrowing
Complete first round of dangerous sidewalk abatement notices and repairs	12/31/2022	Developing cost estimates for City improvements; no notices in Q1
Complete new Finance space remodel in City Hall	6/30/2022	Work complete; move-in date not set
Investigate reuse of second story of City Hall	12/31/2022	No update
Objective 3: Recruit, retain, and train employees in order to maintain a successful workforce		
Continue annual training days on Veteran's Day and Presidents Day	11/30/2022	President's Day used as training day
Issue an RFP for a consultant to review the non-bargaining wage scale if ILOC inadequate	9/30/2022	ILOC info not yet released
Continue monthly Safety Committee meetings	Ongoing	Monthly meetings held in Jan, Feb, Mar
Plan and implement communication methods that reach all City employees	Ongoing	No update
Conduct the National Employee Survey	12/31/2022	Agreement signed for 2023
Create a city-wide employee recognition program	12/31/2022	No update
Objective 4: Review existing functions for efficiencies		
Convene a discussion on recreation programming in Marshalltown	6/30/2022	No update
Implement Energov update for website enhancements for developers/process improvement	6/30/2022	Data conversion complete; awaiting a test environment
Complete a LEAN process for Library donations	6/30/2022	Planned for May
Review Region 6 funding request "carevan"/Peoplerides	6/30/2022	Staff meeting w/ Region 6 prior to future Council discussion
Issue RFP and contract for Rental Inspection Services	6/30/2022	
Issue an RFP and contract for Building Official services	2/28/2022	Complete; work started 2/1/22
Issue an RFP and contract for Fire Inspection services	2/28/2022	Complete; work started 4/1/22
Issue an RFP for implementation of automated traffic enforcement (ATE)	3/31/2022	On hold; 2 bills impacting in legislature
Objective 5: Maintain a financially healthy organization		
Present long term financial projections for the General Fund revenues and expenditures	3/31/2022	Upcoming at future Council meeting
Complete all insurance and FEMA-related reimbursements for 2020 derecho	12/31/2022	90% complete on insurance; all projects submitted to FEMA
Review City fees and charges	6/30/2022	Multiple discussions/actions in Q1; final FY23 review in Q2
Investigate the implementation of a franchise fee on gas and electricity	12/31/2022	No update
Consider the creation of new utilities to support specific functions- urban forest, street lights	6/30/2022	Discussion of urban tree and compost utility in Q1; movign forward in Q2
Pursue grant funding for City functions and projects	Ongoing	Grants written for State Street project

GOAL 4: Partner with citizens, for-profit, non-profit & others to improve quality of life

	Projected Completion	Comments
Objective 1: Partner with the Marshall County Arts and Culture Alliance/MPAC to promote public art in the community		
Discuss public art as part of the Airport Terminal project	6/30/2022	Awaiting final construction budget before discussion
Discuss public art as part of the State Street reconstruction	12/31/2022	Will work with Alliance on monument at State/Center
Support the Alliance's mural program	Ongoing	No update
Work with the Alliance to implement the Marshalltown Public Art Master Plan	Ongoing	Plan development underway; staff and Council reps on committee
Consider a policy with a set-aside for public art in City projects	9/30/2022	No update
Objective 2: Partner with Trails Inc. on trail-related initiatives		
Complete the replacement of bridges 2 through 5	12/31/2023	Design underway; bid letting estimated for Sept.
Maintain sharrows through the community on designated routes	9/30/2022	No update
Assist Trails Inc. with plan development and grant applications	Ongoing	TAP grant submitted in Q1
Review trail connectivity throughout Marshalltown and to Marshall County w/ Trails Inc.	12/31/2022	No update
Promote the fundraising efforts of Trails Inc.	Ongoing	No update
Initiate planning/fundraising for a trailhead for the Iowa River's Edge Trail	12/31/2022	No update
Hold annual meeting with Hardin County Trails Commission	12/31/2022	No update
Objective 3: Work with other entities on partnerships which benefit the community		
Continue the MPACT program with YSS	12/31/2026	Quarterly reports continue; agreement approved 12/27/21
Initiate a public nuisance tax sale with each annual tax sale	5/31/2022	No update
Review a list of County-held tax certificates to determine if reuse opportunities exist	12/31/2022	No update
Work with Water Works to identify/implement mutually beneficial projects	Ongoing	MWW providing contributions to Edgewood, State Street, Hwy 14
Meet quarterly with the County Board of Supervisors	Ongoing	Meeting scheduled for April 18th
Dispose of land to Fisher Governor Foundation and YMCA (acquired through DOT)	6/30/2022	Awaiting transfer to City from DOT
Implement the CDBG-Public Facilities grant with MICA for facility improvements	12/31/2023	Admin agreement signed, environmental review in Q1
Implement the CDBG-CV grant with Emergency Food Box for equipment	6/30/2023	Admin agreement signed, environmental review in Q1
Work with other entities to talk about diversity, equity, inclusion initiatives in Marshalltown	Ongoing	No update
Invite agencies part of official City projects/community initiatives to Council meetings	Ongoing	No update
Attend Marshall & Hardin County Coordinating Board for homelessness discussion	Ongoing	CA attended Jan, Feb meetings
Meet with community partner working on food scarcity	Ongoing	No update
Research neighborhood safety programs for implementation	6/30/2022	PD part of Ring neighborhood program