

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	Council approved 2 agreements to fully allocate funds
Administer the shared wall grant program	6/30/2023	Council approved 1 new agreement; final 2 in-process
Administer the Downtown Revitalization Grant	8/31/2024	Bid documents prepared by 6/30; bidding in Q3
Complete the State Street Reconstruction Project	12/31/2023	Bid awarded to Construct on 5/23; work to start in 2023
Complete City-owned demolition projects in the downtown	12/31/2022	1st/Main corner completed; bids awarded for remaining 4
Create a plan for the temporary improvements/long term use of 21 W Main St	6/30/2022	Additional structural work needed; waiting on DTR bid
Meet monthly with UPH to discuss future of downtown campus	Ongoing	Monthly meetings held in Q2 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	MCBBD is discussing; Small Nation Tour provided a model

Objective 2: Support and promote commercial and industrial development

Construct the Edgewood/North 8th Avenue Extension	12/31/2022	Bid awarded to Construct on 5/9; work underway
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	Application submitted; notification no later than 8/12/22
Create Urban Renewal Area #7 for the Highway 14 Corridor (north of Bromley)	5/31/2022	Council gave direction on 5/23; awaiting docs from legal
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	Fox/Strand calculations underway to create options

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	All ARPA funds allocated; recommend no action at this time
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	All ARPA funds allocated; recommend no action at this time
Provide funding to 10 homes under the Chamber's new home buyer incentive	12/31/2022	Eligible permits issued, but no reimbursement to Chamber
Support the Timber Creek Ridge Senior Housing project	5/31/2022	Council approved concept of a loan on 4/11; awaiting legal

Objective 4: Proactively prepare for development of all types

Construct Creekside Estates infrastructure	12/31/2022	Construction underway
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	Unable to complete first process; enrolling in second process
Consider other infrastructure projects for development projects	Ongoing	No update

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, 3 commercial complete; 4 res, 4 comm contracted
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	Trainings starting in Q3 on Citizen Self Service Portal in Energov
Implement the EPA Brownfield Grant, create ongoing Brownfield Program	8/31/2024	Phase I and II assessments underway; visioning process in Q3

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

Complete the Pickleball Pocket Park	5/31/2022	Work not accepted and to be redone; should be completed in Q3
Complete Elk Park Improvements	6/30/2022	Bid process started in Q2 with bids accepted 7/11
Acquire land for Phase 2 of West End Park Master Plan	12/31/2022	Awaiting plat of survey to be recorded; approved by Council 4/25
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	Property acquired; no improvements planned until State St. underway
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	Foundations installed; awaiting sign fabrication
Install wayfinding directional signs	6/30/2022	Local road install will start in Q3; waiting on redesign for Hwy 14
Install new park signs with park improvements	12/31/2022	Elks Park sign ordered
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
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	Terminal occupancy in Q3; hangar and site still under construction
Plan, design and bid SRF Sponsored project	12/31/2022	Kick-off meeting complete; design planned for winter 22/23
Accept the recommendations of the Arts and Culture Master Plan	4/30/2022	Plan not yet complete; anticipate Q3 presentation

Objective 3: Improve communication of City programs and initiatives

Provide the Citizens Police Academy	5/30/2022	2022 Academy ended 5/24
Provide the Citizens Fire Academy	11/30/2022	No update
Provide Budgeting 101 in-person and online	3/31/2022	Tax levies not certified by State yet
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	Kickoff call held to start process; data collection planned for Q3
Promote notifications on City website to increase users	12/31/2022	QR code on postcard did not work; no plan in place
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	First postcard sent in Q2; contracts will end in Q3 and be reviewed
Review the need for ongoing marketing contracts	7/31/2022	Will review following NCS
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 & servicesProjected
Completion

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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	No State changes made to LOST in Q2 but updates projected for next session
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	Mgmt team held EOC training, discussed updates; forthcoming in Q3
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	Staff changes have not occurred; re-evaluating timeline
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	Study being finalized by HDR; presentation in Q3
Review City-issued licenses and permits for necessity	6/30/2022	Final license is pawn broker/junk dealer; discussion continuing in Q3
Create a policy for the incorporation of diversity, equity and inclusion in City operations	4/30/2022	Staff taking part in IDI process through ISU with suggested work plan development in Q3
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 underway
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	No notices in Q2
Complete new Finance space remodel in City Hall	6/30/2022	Complete; Finance moved into new space in April
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	Meetings held in April, May and June;
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	Working on Q3 meeting
Implement Energov update for website enhancements for developers/process improvement	6/30/2022	New Energov software install complete in Q2; training on Citizen portal in Q3
Complete a LEAN process for Library donations	6/30/2022	Waiting to schedule with Library
Review Region 6 funding request "carevan"/Peoplerides	6/30/2022	Apr mtg w/ R6; delay in discussion due to Medicaid funding increase for service
Issue RFP and contract for Rental Inspection Services	6/30/2022	Anticipated staffing changes have not occurred; on hold
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	Work group formed in Q2; further Council discussion on 7/25 meeting

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	FEMA projects obligated by 6/30; minimal insurance items to close out
Review City fees and charges	6/30/2022	Council adopted a resolution on 6/27
Investigate the implementation of a franchise fee on gas and electricity	12/31/2022	Work session on issue set for 8/18
Consider the creation of new utilities to support specific functions- urban forest, street lights	6/30/2022	Compost utility under discussion in Q2, going into Q3
Pursue grant funding for City functions and projects	Ongoing	Tye Foundation & T-Mobile grants awarded for State Street

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	Bid letting pushed back to Nov. 22
Maintain sharrows through the community on designated routes	9/30/2022	No update
Assist Trails Inc. with plan development and grant applications	Ongoing	Destination Iowa and State Rec Trail grant submitted in Q2
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	Trailhead will be part of City Destination Iowa Creative Placemaking app
Hold annual meeting with Hardin County Trails Commission	12/31/2022	Quarterly meetings occurring w/ Hardin Trails and Iowa Natural Heritage Fndn
Objective 3: Work with other entities on partnerships which benefit the community		
Continue the MPACT program with YSS	12/31/2026	Quarterly reports continue
Initiate a public nuisance tax sale with each annual tax sale	5/31/2022	Tax sale held on 6/20 w/ no bidders on public nuisance
Review a list of County-held tax certificates to determine if reuse opportunities exist	12/31/2022	Currently reviewing after recent tax sale
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 held on 4/18; looking at meeting in October 2022
Dispose of land to Fisher Governor Foundation and YMCA (acquired through DOT)	6/30/2022	Actions taken on 6/27 w/ transfer to occur in Q3
Implement the CDBG-Public Facilities grant with MICA for facility improvements	12/31/2023	Work ongoing
Implement the CDBG-CV grant with Emergency Food Box for equipment	6/30/2023	Work ongoing
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 April meeting; no summer meetings held
Meet with community partners working on food scarcity	Ongoing	No update
Research neighborhood safety programs for implementation	6/30/2022	PD held town hall at Hoglan Elementary on 5/26