

Agenda: Newton City Council

Special City Council Meeting
September 25, 2018
6:00 p.m.

Newton Arboretum
3000 North 4th Avenue East
Newton, Iowa 50208

- | | |
|----------------------|---|
| Pledge | Pledge of Allegiance |
| Call to Order | Roll Call |
| Consent | 1. Approve Liquor License Transfer for Special Event at Iowa Speedway on September 27, 2018 for Hy-Vee Clubroom, 3333 Rusty Wallace Dr. |
| Discussions | 2. FY 17-19 Goals Review – Matt Muckler, City Administrator 3. FY 19-21 Goal Setting Session |
| Adjourn | |

The City of Newton is pleased to provide reasonable accommodations, in compliance with the Americans with Disabilities Act, for those individuals or groups who require assistance to be able to participate in the public meeting. Should special accommodations be required, please contact the City Clerk's Office at least 48 hours in advance of the meeting, at 641-792-2787 to arrange for accommodations to be provided.

Memorandum

To: Mayor Hansen and Members of the Newton City Council

From: Matt Muckler, City Administrator

Date: September 19, 2018

Re: City Council Annual Goal Setting Session

The annual goal setting session for the Newton City Council will take place on September 25, 2018 at 6:00 p.m. at the Newton Arboretum. I have included six documents related to that session for your review:

- 1) 2017-2019 City Council Goals with descriptions. – This document describes the goals that the City Council approved last year.
- 2) 2017-2019 City Council Goals Report. – This document reports on the progress of City staff to accomplish those goals.
- 3) Potential 2018-2020 City Council Goals. – This is a list of 36 potential goals that has been submitted by City staff and elected officials for the coming year.
- 4) Potential 2018-2020 City Council Goals with Descriptions. – This document provides descriptions of the 36 potential goals for the coming year.
- 5) Executive Team Priorities – This document shows the top 15 goals recommended by the City's Executive Team during a similar goal setting session.
- 6) City Administrator Priorities – This document shows the top 15 goals recommended as the highest priorities by the City Administrator.

After a review of the City's Comprehensive Plan, the City's Capital Improvement Plan and the list of potential goals for the coming year, the Mayor and Council will be asked to select their priorities by placing thirty stickers on the goals they feel are most important. In order for an item to qualify as a goal, it must receive "votes" from four elected officials. Those goals will then be ranked by the total number of votes received and will become the priorities for City staff for the coming fiscal year. They will also be used to develop a budget proposal for the Council's consideration.



2017 – 2019 CITY COUNCIL GOALS

1. MULTI-FAMILY HOUSING
2. COURTHOUSE SQUARE RETAIL
3. GROWTH IN SINGLE FAMILY HOMES
4. DOWNTOWN TRAFFIC SIGNAL PROJECT
5. D&D 2.0
6. POLICE BODY CAMERAS
7. CITYWIDE CRIME PREVENTION PROGRAM
8. UPDATE THE RENTAL AND COMMERCIAL INSPECTION PROGRAMS
9. IOWA SPEEDWAY DRIVE
10. OVERLAY STREETS AROUND THE SQUARE
11. ENHANCE CITY WEBSITE
12. UPDATE THE 2008 SIDEWALK TRAILS AND BIKEWAYS PLAN
13. UPDATE PUBLIC SAFETY RADIO SYSTEMS
14. BUSINESS PROPERTY CODE UPDATE
15. LOCAL STREET OVERLAYS
16. NEW AMBULANCE
17. BUILDING CODES
18. PAVE E 7TH ST S
19. 1ST AVE W RAILROAD BRIDGE

MULTI-FAMILY HOUSING

Foster the construction of twenty-four (24) new market-rate apartments, six (6) one-story condominiums similar to Jewel Tea Court, and complete an application for at least one (1) new Workforce Housing project.

With the increasing number of new jobs offered by Newton manufacturing and commercial enterprises, coupled with a 3% unemployment rate, it is clear that we need to create new, quality rental properties in order to attract new residents to our community, many of whom have not been able to locate suitable housing in our community. A variety of new dwellings, including market-rate apartments, duplex or triplex style homes and a Workforce Housing project for entry-level employees, will be necessary to meet the increasing demand of the expanding workforce.

COURTHOUSE SQUARE RETAIL

Partner with Newton Main Street to fill the at least five (5) of the eight (8) currently empty store fronts on the Courthouse Square.

With efforts to encourage 2nd story housing in the Downtown area and the Hotel Maytag Project, City staff believes that the time is now to begin a campaign to assist landlords in leasing the available retail spaces in downtown to a variety of retail businesses, especially on the Courthouse Square.

GROWTH IN SINGLE FAMILY HOMES

Complete preliminary and final plat for first phase of land NHDC is purchasing from the Barton Trust, bond for infrastructure improvements, and bid out project prior to June 30, 2019. (\$1,000,000 TIF bonding). Also, we would work with private developers and NHDC to incent the development of at least one new subdivision during 2019 (in addition to the 1st phase of NHDC's Barton Land Subdivision Phase One) to ensure lots are available for builders and perspective residents in 2020.

DOWNTOWN TRAFFIC SIGNAL PROJECT

Complete design by July of 2018 and bid project at the beginning of 2019 for completion by June 30, 2019. Estimated at \$1,000,000. North Central TIF District.

This project is to complete the design work for updating the approximately 40 year old traffic signals on 1st Avenue from W 4th St to E 4th St. the downtown traffic signal controllers, conflict monitors and load switches are becoming obsolete and replacement parts are getting hard to find since they have not been producing these models in several years. Shive / Hattery Engineering was hired to do the design work for upgrading these traffic signals, during their initial survey they found the pedestrian ramps, traffic signal boxes and pedestrian buttons did not meet ADA standards and would need upgraded. Upgrading to meet ADA standards is required when doing a street project like this.

The amendment to the original contract is to design the ADA requirements into the traffic signal master plan. This will include designing the ADA ramps and could possibly include moving traffic signal control boxes,

poles and pedestrian push buttons to meet the ADA requirements. The design for upgrading the traffic signals will include newer technology for traffic signal coordination, which will improve traffic flow on 1st Avenue and reduce waiting on unwarranted red lights. The design is something that can be shelved until we are ready to move forward with the project, but waiting until there is a major problem with one or more of our signals to complete the design could postponed repairing the signals for several additional months.

D&D 2.0

Establish additional tools within the D&D Program to stimulate private sector activity for demolition or redevelopment and re-evaluate existing incentives.

As the D&D program evolves, there are some additional tools that could be added to increase the participation of the private sector in the acquisition and demolition of property. The addition of tools, such as a grant or revolving loan fund, will augment the current tools of the program. Staff does not anticipate eliminating the Notice and Order process, direct purchase, or use of 657A. (Previously 9 – 9 Votes)

POLICE BODY CAMERAS

Purchase body cameras and implement policy for use by Newton police officers. \$30,000 in FY19 and \$16,500 annually thereafter.

The Police Department's current in-car camera, storage and software system is nearing 10 years old. Technology has improved greatly and the introduction of body cameras into law enforcement is becoming a necessity for transparency and accountability. The purchase and implementation of a new system would greatly improve efficiency through the reduction and/or elimination of nearly 450 annual staff hours that is currently required for processing and copying digital evidence for court.

The body cameras would assist the department in documenting incidents at a higher level which ultimately leads to a greater level of credibility and accountability. The police department has tested several models of camera systems and the system that best fits the department's needs has an upfront cost of \$30,000 with an annual cost thereafter of \$16,500. The annual cost includes 24/7 technical support, high security cloud storage, external access portal for prosecutors and defense attorneys, upgrades to the hardware every 2.5 years and periodic software upgrades.

CITYWIDE CRIME PREVENTION PROGRAM

Develop and implement a citywide program to reduce crime.

Community policing strategies demand a strong relationship between citizens and police officers. The police department boasts a number of strong community policing programs, but there are opportunities to improve community relations, information sharing and transparency through the use of technology and collaborative problem solving.

The development of a comprehensive Safe Neighborhoods program would designate Police Officers to specific neighborhoods across Newton to address quality of life issues as well as crime prevention education and awareness. Police Officers would collaborate with representatives from Planning and Zoning, Fire Department,

Public Works and Community Services to assist neighborhoods in identifying and prioritizing concerns, planning a course of action and implementing solutions to specific issues. The program would also include the use of Nextdoor and Crimereports.com, which are social media and crime mapping sites that would allow for greater two-way communication and reporting of current crime trends within the community. These elements combined would allow for greater community collaboration and a more personal approach to mitigating or solving issues within the community.

UPDATE THE RENTAL AND COMMERCIAL INSPECTION PROGRAMS

Update these programs to provide for tablet-based inspection and mobile printing of reports or emailing of reports to customers and to allow for updating of preplans for operational use.

The Fire Department completed an EMS LEAN process in 2016-2016 which led to the purchase of record management software (RMS) and tablets to improve patient care reporting and efficiency for report writing. This goal is the next step to increase the effectiveness of the RMS. Currently crew members and the Fire Marshal complete inspections in the field on paper forms. Data is collected for preparing drawings for preplans. All of this data is brought back to the department and either used to create more paper or scanned to include in electronic preplans. Electronic preplans are documents that include all the data collected about properties in the city. Examples would be information about any dangers that exist like open elevator shafts or hazardous chemicals that are stored inside buildings. These documents also include floor plans and area calculations which assist in firefighting operations. By streamlining the process and using the tablets to import documents and pictures in real time would be extremely beneficial.

IOWA SPEEDWAY DRIVE

Reconstruct Iowa Speedway Drive from Walmart to HMA plant near I-80 #168 interchange. \$1,158,378 in RUT and Federal STP Funding

The Iowa Speedway Drive construction project is proposed as a PCC overlay or “white topping” project from the southern limits of Wal-Mart to near the I-80 interchange by the Manatts Asphalt Plant. This project includes installing drain tile parallel to the paving to help stabilize the sub-grade. Installing a geotextile fabric over the existing paving, to prevent reflective cracking. Paving a new section of PCC pavement on top of the existing pavement, widening each lane by two feet. This same design and process was completed on the northern section on E 31st St North of 1st Ave to the curve at N 19th Ave E. There will be some complete removals of the existing pavement at both ends to make the transitions from old paving to new in addition to the intersections and driveways. An additional benefit to completing a white topping project versus a traditional reconstruction project is not only the cost savings, but the duration of the project is much shorter.

In the design phase of this project we will investigate the need for possible turn lanes and, or acceleration lanes. We will also be investigating making alignment and drainage improvements to the private drive to the campground and Barney’s Wrecker Service near S 13th Ave E. Completing this project would not prevent, or require the new pavement to be removed, if there was a future need for additional lanes, do to future development.

OVERLAY STREETS AROUND THE SQUARE

Mill and asphalt overlay west, north and east sides of square. Estimated at \$150,000.

The asphalt paving around the square is over 30 years old and is showing its' age. HMA overlays are typically only expected to last for 20 years. Even though there are plans in the future to complete a streetscape project around the square, the existing paving may not be able to wait for the streetscape project. (Previously 36 – 8 Votes)

ENHANCE CITY WEBSITE

Launch, maintain and enhance the City of Newton website so that it becomes a useful resource for the entire community.

With the new website launching in late 2017, staff would like to be ensure that the website becomes a resource to the entire community. With the Newton Public Library, Newton Development Corporation, Newton Housing Development Corporation and Newton Main Street now having a presence on the website, it's incredibly important that information stays relevant, useful and professional. Staff would like to be able to have funding available to make sure that photos, videos and documents on the website is up to date and maintained.

UPDATE THE 2008 SIDEWALK TRAILS AND BIKEWAYS PLAN

Fix existing portions of trail and update the 2008 plans for our trail system.

The 2008 Sidewalk Trails and Bikeways Plan was developed to provide an inventory of sidewalk gaps, intersections without ADA ramps, and to provide a vision forward for the completion of the City-wide hike and bike trail. Since the time the plan was developed, the City has been incrementally filling in gaps within the system and upgrading corners to have ADA ramps. With the plan nearing the 10 year mark and a considerable amount of progress made in this area, it may be time for an update of the plan. Staff does not anticipate that the plan would have an outside cost that cannot already be covered by the current budget. It will require a prioritization of staff time and the graduate-level summer intern will likely be given the mapping element as a key project during the time of their internship.

UPDATE PUBLIC SAFETY RADIO SYSTEMS

Purchase new radios to communicate with Jasper County. \$246,000. GO bonding.

The Racom radio system was installed over the course of the summer of 2017 and the system went live on November 1st. The new system is part of the narrow banding recommendations and mandates established by the federal and state government for greater interoperability. Jasper County has given the Newton Police Department until December 31, 2018 to purchase and implement the system. Fire Departments have until December 31, 2019 for full implementation.

The new system is 700/800 mhz and is not compatible with our current operating system for police and fire. The Jasper County S.O. and other law enforcement agencies in Jasper County are currently operating on the

new system requiring Newton police officer to utilize the Jasper County Dispatch Center as a pass through for direct communication with deputies and other municipal officers.

BUSINESS PROPERTY CODE UPDATE

Planning and Zoning would evaluate and present Council with proposed changes to the City Code for business and commercial properties.

Review and amend the nuisance code to address aesthetics of business property across the City to address issues such as peeling paint or torn/tattered awning. With the implementation of the Downtown Micro Grant program, many property owners have taken the opportunity to refresh and upgrade the appearance of their downtown buildings. There are, however, a number of properties that don't seem to be addressing visible issues that impact the overall look of the Downtown. The Downtown Micro-Grant program functions as the carrot to see improvement in the downtown area. It is time to examine what new regulatory tools should be put into place, thus creating a better stick.

LOCAL STREET OVERLAYS

HMA overlay project on local city streets - \$550,000 project (Road Use Tax Fund)

Local streets resurfacing project is milling the existing asphalt off and placing new hot mix asphalt over the existing old pavement. This project includes several local streets throughout the city. The proposed streets are S 5th Ave W 330-1100 blocks, E 10th St S 500-700 blocks, N 6th Ave E 400-600 blocks, N 7th Ave E 400 block, W 10th St N 400-600 blocks, W 10th St N cul-de-sac and N 5th Ave W 800-900 blocks, N 6th Ave E 1200 block and E 24th St S 100-200 blocks. Staff included streets in every ward during this resurfacing project.

These are local streets and do not qualify for any state, federal or special funding sources to repair these streets. This project is proposed to be paid for from Road Use Tax Funds, engineers estimate for this project is \$550,000. This type of paving project can be completed very quickly and has an approximate 20 year life span.

NEW AMBULANCE

Purchase new ambulance. \$210,000. GO bonding.

The Fire Department developed a Capital Replacement Plan that recommended replacing ambulances after nine years of service. There are other pieces of equipment that need routine replacement. The price of this ambulance is \$170,000. Also included is to replace a power cot and install a power load system for the cot. The price of this equipment is \$40,000. The total budget for the project is \$210,000. As part of this year's proposal we are planning to keep the ambulance that would have been traded in. We typically get \$5,000 for our old ambulances on trade in. We are going to keep it and maintain it as a reserve ambulance. Recently, one of our ambulances was down for service for 5 days. During that time we had to rent an ambulance for \$350 per day. In addition, it will allow us to have another ambulance available in times of need. Completion of this project will keep us on our Capital Replacement Plan with a fleet of four ambulances including a 2019, 2016, 2013, and a 2010 (reserve).

BUILDING CODES

P&Z and Fire would work with the Building Trade Board to update from the 2009 to the 2015 building codes.

In the Des Moines metro, a consortium of communities have worked together to review and update their communities to the 2015 International Building Codes. Regular updating of the codes is a practice of good governance, and the Building Trades Board is a group of persons from various backgrounds that can lead this public process. As Newton becomes more and more connected to the Metro, it is important that the City's adopted codes are consistent with those in the region, providing an improved "user-friendliness" for construction professionals. (Previously 29 – 6 Votes)

E 7TH ST S.

The City would work with residents on a public-private assessment agreement to pave E 7th S, south of S 8th Ave E. This project would include grading, placement of granular subbase material, storm sewers, curb and gutter and driveways in the right of way, to convert this into an urban section street.

This gravel road causes a major amount of maintenance because of its' steep grade. Public Works Operations has continuous maintenance on this road. Maintaining this gravel road includes grading, replacing the gravel after rain events, sweeping and picking up the gravel that washes out onto S 8th Ave E, cleaning the gravel out of the storm sewer on S 8th Ave E in addition to fixing all the washouts in front of all the driveways.

The City would fund \$138,380 out of the total estimated project cost of \$374,000. This would be a 31-foot wide concrete street with curb and gutter and granular base. This project is proposed as a special assessment project that includes the neighboring property-owners paying for their portion of the construction costs as set by State of Iowa Code and City of Newton Code.

1ST AVE W RAILROAD BRIDGE

Obtain permission from the railroad and remove all paint from the railroad bridge on 1st Ave W. Clear sealant to be applied to all concrete surfaces and an inviting design to be painted on steel. Project estimated at \$300,000.

This project was originally bid on June 23, 2015, and included sandblasting and re-painting only the concrete columns. The concrete approach sections and the steel portions of the bridge were not part of the bid package. The original bids were rejected due to their cost far exceeding the engineer's estimate. The bid package was revised in August of 2015, but never went out to bid. This revised bid package separated the sandblasting and painting, with the painting being bid as an add-alternate.

The current proposal to clean up this bridge is to sandblast all exposed concrete and steel surfaces. The concrete surfaces would then be coated with a clear sealant, while the steel portion would be painted. An inviting design could be painted on the steel portion as well. The revised plan would need to be reviewed by the railroad again for their approval.

2017– 2019 CITY COUNCIL GOALS REPORT

- 1) MULTI-FAMILY HOUSING
- 2) COURTHOUSE SQUARE RETAIL
- 3) GROWTH IN SINGLE FAMILY HOMES
- 4) DOWNTOWN TRAFFIC SIGNAL PROJECT
- 5) ~~D&D 2.0~~
- 6) ~~POLICE BODY CAMS~~
- 7) CITYWIDE CRIME PREVENTION PROGRAM
- 8) ~~UPDATE THE RENTAL AND COMMERCIAL INSPECTION PROGRAMS~~
- 9) ~~IOWA SPEEDWAY DRIVE~~
- 10) ~~OVERLAY STREETS AROUND THE SQUARE~~
- 11) ~~ENHANCE CITY WEBSITE~~
- 12) ~~UPDATE THE 2008 SIDEWALK TRAILS AND BIKEWAYS PLAN~~
- 13) ~~UPDATE PUBLIC SAFETY RADIO SYSTEMS~~
- 14) BUSINESS PROPERTY CODE UPDATE
- 15) ~~LOCAL STREET OVERLAYS~~
- 16) ~~NEW AMBULANCE~~
- 17) ~~BUILDING CODES~~
- 18) *PAVE E 7TH ST S*
- 19) *1ST AVE W RAILROAD BRIDGE*

Summary: City staff is pleased to report that there will either be completion or substantial completion, by the end of this fiscal year, of 14 of the 19 goals assigned to City staff for the last nine months. The goals have been placed in four categories: completed (eleven goals), substantially completed (four goals), started but not substantially completed (two goals), and not budgeted (two goals).

Goals that have ~~struckthrough~~ designate goals which have been **completed** or are expected to be completed before the end of FY19. City staff recommends that these nine goals not be considered next year.

Goals that are **highlighted in yellow** represent goals that have been **substantially completed**, but are goals that are ongoing in nature. City staff would defer to the City Council on the level of priority that should be placed on these five goals for the coming year.

Goals that are underlined (#4 and #14) represent goals that have been **started but not substantially completed**. City staff recommends that these three goals be considered for next year as potential goals.

Goals that are *italicized* (#18 and #19) are goals that were **not budgeted** in the FY 2018-2019 Annual Budget. City staff recommends that those two goals be considered for next year as potential goals.



POTENTIAL 2018 – 2020 CITY COUNCIL GOALS

| <u>ITEM</u> | <u>COST</u> | <u>SOURCE</u> | <u>TIME</u> | <u>PARTNERS</u> |
|---|-------------|--------------------|-------------|-----------------------|
| 1) MULTI-FAMILY HOUSING (1) | N/A | TIF | Low | NDC, NHDC |
| 2) COURTHOUSE SQUARE RETAIL (2) | N/A | TIF | High | Main Street |
| 3) SINGLE FAMILY HOMES (3) | N/A | Housing Initiative | Low | NHDC |
| 4) DOWNTOWN TRAFFIC SIGNALS (4) | \$1,000,000 | TIF | Medium | Contract |
| 5) CRIME PREVENTION PROGRAM (7) | N/A | N/A | Medium | Community |
| 6) RENTAL INSPECTION PROGRAM | N/A | N/A | High | Landlords |
| 7) CITY COUNCIL PROFESSIONAL DEVELOPMENT | N/A | N/A | Low | Contract |
| 8) BUSINESS PROPERTY CODE UPDATE (14) | N/A | N/A | High | Businesses |
| 9) PAVE E 7TH ST S (18) | \$374,000 | RUT/Debt Service | Medium | Residents |
| 10) 1ST AVE W RAILROAD BRIDGE (19) | \$300,000 | Debt Service | Medium | Railroad |
| 11) SPEED SIGNS | \$45,000 | GF/Debt Service | Medium | N/A |
| 12) PHONE SYSTEM UPGRADES | \$30,000 | GF/Debt Service | Low | Contract |
| 13) ROAD IMPROVEMENTS | \$3,000,000 | RUT | Low | Contract |
| 14) D&D PROGRAM FUNDING | \$1,000,000 | Debt Service | High | N/A |
| 15) STORMWATER UTILITY & CIP | N/A | N/A | Medium | Community |
| 16) HIKE AND BIKE TRAIL REPAIRS | \$75,000 | Debt Service | Low | N/A |
| 17) NW DOWNTOWN PARKING LOT | \$150,000 | TIF | Low | Contract |
| 18) PARKING LOT - 115 W 2 ND St. S | N/A | N/A | Low | Jasper County |
| 19) COPS GRANT FOR NEW OFFICER | \$15,000 | GF | Low | U.S. Dept. of Justice |

| | | | | | |
|-----|-----------------------------------|-----------|-----------------|--------|--------------------|
| 20) | RELOCATE MECHANICS SHOP | \$450,000 | Park Bond | Medium | Park Board/Friends |
| 21) | NEW GIS SYSTEM | \$25,000 | GF/Sewer | Medium | Contract |
| 22) | SEWER FEES INCREASE | N/A | N/A | Low | City Engineer |
| 23) | MEMORIAL PARK TOWER | \$30,000 | GF/Debt Service | Medium | N/A |
| 24) | PAVE ROADS AT CEMETERIES | \$175,000 | Debt Service | Low | Contract |
| 25) | ECO DEVO INTERSTATE EXITS | N/A | TIF | Low | NDC |
| 26) | PROACTIVE NUISANCE ABATEMENT | N/A | N/A | High | N/A |
| 27) | CEMETERY SOFTWARE | \$24,000 | GF | Medium | Contract |
| 28) | UNION CEMETERY EXPANSION PLANS | N/A | N/A | Medium | Veterans |
| 29) | WESTWOOD CLUBHOUSE PLANS | \$14,000 | GF | Medium | Park Board/Friends |
| 30) | WESTWOOD COURSE RESTROOM | \$25,000 | GF/Debt Service | Low | Contract |
| 31) | AIRPORT APRON EXPANSION | \$53,000 | Debt Service | Low | Contract |
| 32) | ONLINE INCIDENT REPORTING | \$10,000 | GF | Low | Contract |
| 33) | COMMUNITY SERVICE OFFICER | \$15,000 | GF | Low | N/A |
| 34) | OVERNIGHT LODGING ACCOMMODATIONS | Unknown | GF/TIF | Medium | NDC |
| 35) | SAFETY OF STUDENTS' SCHOOL ROUTES | Unknown | N/A | Medium | School District |
| 36) | TARGETED MARKETING STRATEGY | \$90,000 | Debt Service | Medium | Contract |

Notes: Park Board Goals including Sunset Park Improvements, Inclusive Park Improvements, Hike & Bike Trail Loop Completion, Ice Rink Lighting, and major upgrades to the Maytag Pool are not included in this list because the City staff has determined that accomplishing these goals would likely require a combination of grant funding and park bond funding, but would not be possible within the funding streams under the decision making authority of the City Council.

POTENTIAL 2018 – 2020 CITY COUNCIL GOALS

- 1) MULTI-FAMILY HOUSING (1) – A new apartment building, featuring thirty-eight units in a mix of one, two and three-bedroom formats, is in the final planning stages for construction on the City’s former seed store lots on the northeast corner of W 3rd Street N and N 3rd Avenue W. Twenty (20) townhome style apartment units are under serious consideration for the City’s former Hatchery property, and DACC is speaking to developers about loft apartments at Legacy Plaza. Talks are ongoing with the developer of the Jewel Tea Condominiums to determine the feasibility of building similar units near the downtown core, as well as with Laborers Home Development Corporation for development of a high-quality Workforce Housing project in our community.
Estimated Cost: No direct cost. TIF rebates or property tax abatements may be utilized.
Potential Funding Source(s): N/A
Level of Staff Involvement: Low, partner with NDC and NHDC.

- 2) COURTHOUSE SQUARE RETAIL (2) – Currently, two storefronts on the **north side** of the Courthouse Square are being renovated for new tenants/businesses: 122 N 2nd Ave W (former Scoreboard building) – Esther & Co. Mercantile . . . and 118 N 2nd Ave W (former Beckman Gallery) – unique space-sharing mercantile concept. One other **north side** storefront, 110 N 2nd Ave W (Kitchen Concepts), is currently vacant, but will be occupied by the new owner of the business by this fall. On the **east side**, 110 1st St N (former Mode Huis) is temporarily occupied by the Jasper County Democratic headquarters, but only through November 6th. 108 1st St N (directly north of Panda Garden) is vacant and used only as random storage. The **south side** of the square has one long-term vacancy, 117 1st Ave W (former Impress Bridal store) and one storefront under renovation for a new tenant/business, 109 1st Ave W (former Speakeasy) – florist shop. The **west side** of the square has no vacant storefronts.
Estimated Cost: No direct cost. TIF rebates may be utilized.
Potential Funding Source(s): N/A
Level of Staff Involvement: High, partner with Main Street.

- 3) GROWTH IN SINGLE FAMILY HOMES (3) – NHDC purchased all 70.7 acres of the Barton Trust land and Council approved a \$40,620 loan to NHDC for preliminary engineering. Currently, five of the 23 Plat 8 lots in the Fairmeadows North, Plat 8 Subdivision have been sold, with two homes built and occupied, two under construction and one new permit issued. In the Cardinal Ridge Subdivision, Ground Breaker Homes has sold three of the four finished twin-home units. The first single family home has had numerous showings, but no offers so far. Ground Breaker Homes recently acquired Lot 15 and will be constructing a second single family spec home over the winter. Fountain Hills Estates’ replat of the east side lots, making them larger and theoretically more buildable, has not yet resulted in any serious interest among builders. The west side lots, however, are almost completely built out and Venture Homes will likely complete the last single family home on the last west side

lot by next spring. Newton's housing market is recovering, and new homes are being built in several areas of the city where we were virtually stalled just four years ago. Local developer Robert Farrell has two new infill lot homes under construction across from Maytag Park and is looking for additional infill lots in other areas as well. Finally, we have platted more new home lots in the last 12 months than we had in the previous 10 years.

Estimated Cost: Housing Incentive Program and individual development agreement costs.

Potential Funding Source(s): Currently have sufficient funding for coming year.

Level of Staff Involvement: Low, partner with NHDC.

- 4) DOWNTOWN TRAFFIC SIGNAL PROJECT (4) - Estimated at \$1,000,000. North Central TIF District. This project would update the approximately 40 year old traffic signals on 1st Avenue from W 4th St to E 4th St. the downtown traffic signal controllers, conflict monitors and load switches are becoming obsolete and replacement parts are getting hard to find since they have not been producing these models in several years. Shive/Hattery Engineering was hired to do the design work for upgrading these traffic signals, during their initial survey they found the pedestrian ramps, traffic signal boxes and pedestrian buttons did not meet ADA standards and would need upgraded. Upgrading to meet ADA standards is required when doing a street project like this.

Estimated Cost: \$1,000,000

Potential Funding Source(s): 2019 Bond Proceeds from North Central TIF District.

Level of Staff Involvement: Medium.

- 5) CITYWIDE CRIME PREVENTION PROGRAM (7) - The Police Dept's implementation of the citywide crime prevention program is ongoing. Police staff have mapped out the community and have assigned 2 officers per sector in 6 distinct areas. The social media app NextDoor and Crimereports.com was introduced to the community and has been utilized by the Police Dept. to communicate with citizens for several months with positive results. Police staff are developing a plan to hold town hall type informational meetings in each of the 6 sectors during late 2018 and early 2019. Staffing levels will affect the project timeline, but full implementation is set for spring 2019.

Estimated Cost: None.

Potential Funding Source(s): N/A

Level of Staff Involvement: Medium.

- 6) UPDATE RENTAL INSPECTION PROGRAM (8) - Reevaluate the current rental inspection program and consider adoption of program in which City staff administers the program but actual inspections are completed by private contractors. The new program would include incentives to landlords who maintain quality properties with no nuisance issues or complaints that require the involvement of the Police Department.

Estimated Cost: None.

Potential Funding Source(s): N/A

Level of Staff Involvement: High.

- 7) CITY COUNCIL PROFESSIONAL DEVELOPMENT (New) - Bring in facilitator early in 2019 to discuss the roles of the Mayor, Council Members, City Administrator and City Staff. Have discussion and develop protocol on how communication should take place between elected officials

and City staff, and update City Council Rules of Procedure to reflect this understanding. Develop both a Code of Conduct and Code of Ethics for Council consideration and individual voluntary approval. Consider other training that would assist City Council effectiveness.

Estimated Cost: N/A.

Potential Funding Source(s): N/A.

Level of Staff Involvement: Low.

- 8) BUSINESS PROPERTY CODE UPDATE (14) - The Downtown Micro-grant program has provided the incentive for downtown property owners to take steps toward improving the appearance of their buildings. As more have taken advantage of the grant opportunity, it is becoming apparent that some owners will need a more regulatory push to address their buildings. Discussions regarding desired appearances for buildings in the downtown have been held at Historic Preservation Commission and Downtown SSMID Board meetings. Issues that have risen to the top of the discussions include dilapidated awnings, peeling paint, window signage, trash enclosures, and weeds (not over 8”) in the cracks of parking lots. Staff will continue to work with City Boards on identifying key business property issues and develop some code amendments to encourage better care of business property for the downtown *and* elsewhere in the City.

Estimated Cost: None.

Potential Funding Source(s): N/A

Level of Staff Involvement: High.

- 9) PAVE E 7TH ST S (18) – This project is proposed as a special assessment project that includes the neighboring property-owners paying for their portion of the construction costs as set by State of Iowa Code and City of Newton Code. This project would include grading, placement of granular subbase material, storm sewers, curb and gutter and driveways in the right of way, to convert this into an urban section street.

Estimated Cost: \$374,000.

Potential Funding Source(s): \$138,380 from 2019 Revenue Bond Proceeds from Road Use Tax and \$235,620 from 2019 Bonds repaid with Debt Service Funds.

Level of Staff Involvement: Medium.

- 10) 1ST AVE W RAILROAD BRIDGE (19) - Obtain permission from the railroad and remove all paint from the railroad bridge on 1st Ave W. Clear sealant to be applied to all concrete surfaces and an inviting design to be painted on steel. Project estimated at \$300,000. This project was originally bid on June 23, 2015, and included sandblasting and re-painting only the concrete columns. The concrete approach sections and the steel portions of the bridge were not part of the bid package. The original bids were rejected due to their cost far exceeding the engineer’s estimate. The bid package was revised in August of 2015, but never went out to bid. This revised bid package separated the sandblasting and painting, with the painting being bid as an add-alternate. The current proposal to clean up this bridge is to sandblast all exposed concrete and steel surfaces. The concrete surfaces would then be coated with a clear sealant, while the steel portion would be painted. An inviting design could be painted on the steel portion as well. The revised plan would need to be reviewed by the railroad again for their approval.

Estimated Cost: \$300,000.

Potential Funding Source(s): 2019 Bonds repaid with Debt Service Funds.

Level of Staff Involvement: Medium.

- 11) SPEED SIGNS (New) – This goal would take a comprehensive look at where in the City lighted LED speed radar signs would assist in controlling the speed of motorists in areas of high accidents, frequent speed complaints and school zones. Locations would be determined by the Traffic Safety Committee based on traffic counts, accidents and other available data. There would be options for portable solar powered signs or fixed based units that are permanently attached to the City electric infrastructure.

Estimated Cost: \$45,000 (assuming approximately ten signs are installed)

Potential Funding Source(s): FY20 Annual Budget – General Funds.

Level of Staff Involvement: Medium.

- 12) PHONE SYSTEM UPGRADES (New) – Phone systems are failing and are no longer supported at the Library, Public Works Building, Police Department and Administration. Phone system at Fire Department is also dated. The goal would be to update systems throughout the City.

Estimated Cost: \$30,000

Potential Funding Source(s): General Funds - FY20 Annual Budget

Level of Staff Involvement: Low.

- 13) ROAD IMPROVEMENTS (New) – This project is broken down into three categories shown below and totals \$3,000,000. It would require a revenue bond that would be repaid with Road Use Tax Funds. It would be a way to provide for an increased amount of road projects during the next two fiscal years.

- a) FY20 and FY21 Street Overlays would consist of mill and overlay project of various streets throughout the city. These projects are milling out old deteriorating asphalt of existing overlaid streets and replacing with new asphalt. This type of street reconditioning can only be done when the original PCC street and subbase is structurally sufficient to last the life of the HMA overlay. This project would allocate a total of \$1,100,000 in FY2020 and FY2021 to maintain our local streets.

Estimated Cost: \$1,100,000

Potential Funding Source(s): 2019 Revenue Bond Proceeds from Road Use Tax Revenue.

Level of Staff Involvement: Low.

- b) Reconstruction of the 100 blocks of W. 3rd St. S. and W. 2nd St. S. would reconstruct curb and gutter sections of the existing street, adding the streetscape lighting & trees and would mill and overlay the streets, consistent with the downtown streetscape design master plan.

Estimated Cost: \$400,000

Potential Funding Source(s): 2019 Revenue Bond Proceeds from Road Use Tax Revenue.

Level of Staff Involvement: Low.

- c) Reconstruction of the 800-1100 BLOCKS OF S. 5th Ave. W. would include the installation of storm sewers, adding sub drains, adding granular subbase and complete reconstruction of the street with PCC paving. The existing street is an old PCC pavement (estimated to have been paved in the 1950's) that had been overlaid with HMA in 1993. The existing pavement and subgrade has deteriorated to the point that it will not withstand a new HMA overlay.

Estimated Cost: \$1,500,000.

Potential Funding Source(s): 2019 Revenue Bond Proceeds from Road Use Tax.

Level of Staff Involvement: Low.

- 14) DEMO MORE RESIDENTIAL AND COMMERCIAL D&D PROPERTIES (New) - The Newton D&D program has primarily focused on residential structures for the past four years. A few, targeted, commercial acquisitions for demolition have occurred creating parcels available for redevelopment. In an effort to continue the work, several more residential and commercial properties across the City could be prime candidates for demolition. The City's standard D&D tools, as well as the additional tools established through D&D 2.0, would be used to improve the appearance of property, remove unsightly or unsafe structures from the City's building inventory, and encourage new development. Commercial property demolitions require greater funding levels than residential demolition projects. An investment of \$500,000 could address 2-4 properties, depending on property and demolition costs. An investment of \$500,000 toward residential D&D keeps current work going. In addition, a revision to D&D 2.0 that would allow for larger maximum grant amounts for commercial properties should be reviewed as a possibility.

Estimated Cost: \$1,000,000.

Potential Funding Source(s): 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Medium.

- 15) CREATE STORMWATER UTILITY & STORMWATER CIP (New) - Creating a storm water utility is a way of funding projects related to storm water, drainage, detention and street projects. Many of the maintenance repairs, PCC patching HMA overlays and reconstruction of streets are needed because of storm water related and drainage issues. This would be a sustainable source of revenue for funding many of these projects. This would be a monthly fee on the water bill paid by all homeowners, commercial, institutional and industrial properties.

Estimated Cost: N/A. Would generate approximately \$500,000 annually.

Potential Funding Source(s): New stormwater utility.

Level of Staff Involvement: Medium.

- 16) COMPLETE HIKE AND BIKE TRAIL REPAIRS (New) - This project is to repair all of the existing trails that are broken with cracks and faulted joints. This does not include adding any new trail, only repairing existing.

Estimated Cost: \$75,000

Potential Funding Source(s): 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Low.

- 17) RECONSTRUCT NORTHWEST DOWNTOWN PARKING LOT (New) - Reconstruct Northwest parking lot. This is a PCC concrete lot that was paved over an old building demolition site. The parking lot has major settling and faulting of cracks and joints and is beyond its useful life. This lot is one of the most highly used public parking lots in the city. As the City paves this lot, it was suggested that we consider what to do with the grassy lot just to the north of this parking lot. It could be utilized as a parking lot, a park space or reserved for future development.

Estimated Cost: \$150,000

Potential Funding Source(s): TIF Bond

Level of Staff Involvement: Low.

- 18) DISCUSS PARKING LOT AT S 2ND AVE W & W 2ND ST S WITH COUNTY (New) – This parking lot is currently underutilized. A proposed discussion would seek to find a way to make this available as public parking and arrange for maintenance responsibilities.

Estimated Cost: Unknown at this time.

Potential Funding Source(s): N/A

Level of Staff Involvement: Low, partner with Jasper County.

- 19) APPLY FOR COPS GRANT FOR COMMUNITY ENGAGEMENT OFFICER (New) - One of the most critical components of effective law enforcement is the establishment and maintenance of public trust. Though vital to public safety, its existence is often taken for granted. Non-enforcement community engagement activities make a huge contribution to building and maintaining lasting relationships and community trust. The addition of a Community Engagement Officer would allow the department to connect to the community at a deeper level deeper through outreach, education, and youth programming in the schools. These activities would assist in building trust and respect within the community and developing a higher level of character in our youth. The Police Department’s strong relationship with the community is the cornerstone of effective policing and crime control. If awarded, the COPS Hiring grant would provide 75% reimbursement of the pay and benefits of the position for 3 years and the 4th year and beyond the City would be responsible for the full cost of maintaining the position. If after 4 years there is no funding to continue the position it could be eliminated per the grant program guidelines.

Estimated Cost: \$15,000 annually for three years and \$100,000 in the fourth year.

Potential Funding Source(s): N/A

Level of Staff Involvement: Low.

- 20) RELOCATE PARKS MECHANICS SHOP & EXPAND PARKING AT WESTWOOD (New) – Construct a new Parks Operations shop at the north side of the Adult Softball Complex. This is a fairly centralized location between both cemeteries and many of the parks. Park Operations has outgrown the current shop at Maytag Park and detracts from the beauty of Maytag Park. Removal of the old deteriorating mechanic shop and equipment storage shed just north of the clubhouse at the golf course and construct a new combination mechanic shop and equipment shed at the east side of the golf course. The demolition area where the old buildings were would become additional gravel parking space at the golf course, until the construction of the new clubhouse. This project has an estimated cost of \$450K. Estimated cost breakdown \$150k for the parks shop, equipment storage and fencing at complex, \$50K demo of existing shop and adding gravel parking lot and \$250K for mechanic shop and equipment storage building at the golf course.

Estimated Cost: \$450,000.

Potential Funding Source(s): Park Bond Referendum

Level of Staff Involvement: Medium, partner with Park Board and Friends of Newton Parks.

- 21) CONTRACT FOR NEW GIS SYSTEM (New) - The GIS system will be utilized by all city departments and will help everyone work more efficiently. The GIS system will be especially

beneficial in the rental inspections, crime free multi-housing, nuisances, utility locating, infrastructure projects and identifying projects, trends, etc. The GIS system could also incorporate the record keeping and lot sales software being proposed by the Community Services Division at Union and Memorial Park Cemetery allowing visitors to access burial records, maps, and other information needed to locate individual lots. GIS will also be a great tool for economic development, giving potential developers access to the GIS system to see where, what, size and condition of utilities are available.

Estimated Cost: \$25,000 annually for five years.

Potential Funding Source(s): FY20 Annual Budget Process – General Fund & Sewer Fund.

Level of Staff Involvement: Low.

- 22) ESTABLISH ANNUAL INCREASE FOR SEWER FEES (New) - The sanitary sewer system and Water Pollution Control Plant are aging as is any other infrastructure and will eventually all need to be replaced. Having an automatic annual increase of the sanitary sewer rates allows WPC to continue to maintain the sanitary sewer system and water pollution control plant. Eventually the goal would be to get back to the point where the fund balance could pay for the major projects needed, instead of always having to get loans or bonding for the sanitary sewer projects and paying interest. Sanitary sewer rates were not raised for a 10 year period and this is when they went from operating paying for their own projects to having to get loans to pay for their projects.

Estimated Cost: Would generate additional sewer revenue.

Potential Funding Source(s): Sewer utility.

Level of Staff Involvement: Low.

- 23) COMPLETE MEMORIAL PARK CEMETERY TOWER REPAIRS (New) - This project consists of bricking in the openings of windows and doors of the tower at Memorial Gardens Cemetery. Currently the openings are boarded up on the ground floor and the upper stories have broken windows. The rain and snow have been going inside the structure for years and have caused the second story floor to partially collapse. Kids and vandals continue to pull the plywood off the openings, to access inside the structure. The outer stone shell of the structure appears to be in good condition, but there is a need to prevent the water and snow from penetrating inside the structure before it is a total loss and to prevent entry of the structure.

Estimated Cost: \$30,000

Potential Funding Source(s): FY20 Annual Budget – General Funds or 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Medium.

- 24) PAVE ROADS AT BOTH CITY CEMETERIES (New) - This project consists of paving the existing gravel roads within Memorial Gardens cemetery, estimated at \$125K for Portland Cement Concrete (PCC). PCC patching project to repair several of the severely broken and deteriorated sections of the existing paving of existing roads within Union Cemetery, estimated \$50K.

Estimated Cost: \$175,000

Potential Funding Source(s): 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Low.

- 25) FOCUSED ECONOMIC DEVELOPMENT AT AREAS NEAR INTERSTATE EXITS – Utilize existing staffing and partner organization staffing to provide a focus on economic development activities at two interstate exits (164 and 168) used by most people to access Newton.
Estimated Cost: No direct cost.
Potential Funding Source(s): TIF rebates may be utilized.
Level of Staff Involvement: Low, partner with NDC.
- 26) FOCUS ON PROACTIVE NUISANCE ABATEMENT ACTIVITIES – After a successful launch of nuisance abatement seasonal employees, this goal seeks to place a priority on a multi-departmental focus on solving nuisances where junk and unregistered/inoperable automobiles are present.
Estimated Cost: None.
Potential Funding Source(s): N/A
Level of Staff Involvement: High.
- 27) CEMETERY SOFTWARE – Purchase and implement software for the record keeping and lot sales at Union and Memorial Park Cemetery. \$10K initial investment for software. Plan could also include \$14k for informational kiosks at both cemeteries for use by visitors. This item is for the purchase and implementation of software that will consolidate the record keeping and lot sales for both Union and Memorial Park Cemeteries into one system. Also as part of this item is the installation of kiosks or other user-friendly on-line systems to allow visitors to access burial records, maps, and other information needed to locate individual lots. This item could be incorporated into the GIS system being proposed by Public Works.
Estimated Cost: \$24,000.
Potential Funding Source(s): FY20 Annual Budget – General Fund.
Level of Staff Involvement: Medium.
- 28) UNION CEMETERY EXPANSION PLANS – Complete preliminary plans and layout for the future expansion of the Veterans’ and other sections of the Union Cemetery. This item would include consultant fees necessary to prepare preliminary concept drawings and plans for the northward expansion of Union Cemetery. The proposed expansion would accommodate areas for traditional burial lots; smaller lots for cremation remain burials, and columbariums. Also part of this expansion is a new Veteran’s area that would include a mix of burial lot sizes and columbariums, with the layout and design of this area prepared using the input and guidance of local Veteran’s groups. Construction of this expansion is not part of this item.
Estimated Cost: None.
Potential Funding Source(s): N/A
Level of Staff Involvement: Medium.
- 29) WESTWOOD CLUBHOUSE PLANS (2018 Park Board Goal) – Prepare a new, scaled-back plan (including floorplan and cost estimate) with appropriate indoor/outdoor seating for the replacement of the existing clubhouse at Westwood Golf Course. This item is for the preparation of a downsized floorplan, basic concept drawings, and cost estimate for the replacement of the Westwood Clubhouse. This item would not include actual construction drawings or bid documents. This initial

work would be led by City staff, utilizing the City's engineering consultant and their architectural associate for guidance and review.

Estimated Cost: \$14,000

Potential Funding Source(s): FY20 Annual Budget – General Fund

Level of Staff Involvement: Medium, partner with Park Board and Friends of Newton Parks.

- 30) WESTWOOD GOLF COURSE RESTROOMS (2018 Park Board Goal) – This item is for the construction of one pit toilet on the southern reaches of Westwood Golf Course.

Estimated Cost: \$25,000

Potential Funding Source(s): FY20 Annual Budget – General Fund or 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Medium.

- 31) AIRPORT APRON EXPANSION IMPROVEMENTS - This project would construct additional apron space to not only replace that space lost by reconstruction of the parallel taxiway, but also provide additional apron space needed particularly during race events at the Iowa Speedway. This project will require an estimated \$53k local match as part of an anticipated FAA funding grant.

Estimated Cost: \$53,000.

Potential Funding Source(s): 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Low.

- 32) ONLINE INCIDENT REPORTING - The number of calls for service the Police Department is responding to has increased an estimated 5%-8% each year over the past 5 years. In 2017 the Police Department responded to over 18,000 calls for service, which was the highest number of calls ever taken by the department. The Police Department's staffing levels are at the lowest they have been in over 30 years and resources are limited, thus requiring officers to prioritize emergency calls, calls for service, thus increasing response times for minor incidents. An online reporting (e-reporting) system would allow a citizen to report minor incidents, where a suspect is not known, to the Police Department via a website application on their home computer, cell phone or police lobby kiosk. The crimes eligible for e-reporting may include, but are not limited to: harassing phone calls, identity theft, lost property, minor thefts and vandalism. By implementing an online crime reporting system the department would be able to improve response time on more serious incidents, better allocate resources for priority crimes or issues within the community, reduce report writing time, collect a higher number of traditionally non-reported incidents, boost community relations by allowing citizens to report minor issues from their home or cell phone 24/7.

Estimated Cost: \$10,000 annually.

Potential Funding Source(s): FY20 Annual Budget – General Fund.

Level of Staff Involvement: Low.

- 33) DEVELOP COMMUNITY SERVICE OFFICER POSITION - The Police Department's current Community Service Attendant is scheduled to retire in the spring of 2018 after 27 years of service. That position has primarily focused on downtown parking, picking up found bikes, processing and disseminating dog/cat violations to officers and general office and administrative duties. With the City's increased focus on quality of life issues the Police Department would propose expanding the

duties of the Community Service Attendant and developing a Community Service Officer position that is assigned to handle all nuisances under the Police Department's authority, animal related complaints – to include dogs at large, vicious and problematic dogs and wild animals. The position would continue a presence in the downtown business district enforcing parking violations as well as be a resource for other field duties where uniformed patrol officers may need assistance. The position would remain a civilian position, but would be assigned as a field position and not administrative as is primarily the classification of the current Community Service Attendant.

Estimated Cost: \$15,000 annually.

Potential Funding Source(s): FY20 Annual Budget – general funds.

Level of Staff Involvement: Low.

- 34) INCREASE QUALITY AND QUANTITY OF OVERNIGHT LODGING ACCOMMODATIONS – This would include hotels, B & B, RV, etc. With new & improved event venues (Hotel Maytag ballroom, Baqara Coliseum) we need better lodging options for guests so they stay overnight in Newton and support local businesses.

Estimated Cost: Potential costs for demolition and/or incentives.

Potential Funding Source(s): GF/TIF.

Level of Staff Involvement: Medium, partner with NDC.

- 35) IMPROVE SAFETY OF SCHOOL ROUTES – Collaborate with the schools to assure safe vehicle patterns and walking routes for school children. (For example, many students attending Woodrow Wilson in SW Newton cross busy 8th Avenue with minimal safe crossing and no sidewalks in many residential areas.)

Estimated Cost: Unknown at this time. Potential Funding Source(s): N/A.

Level of Staff Involvement: Medium, partner with Newton Community School District.

- 36) TARGETED MARKETING STRATEGY TO ATTRACT NEW RESIDENTS IN NEWTON – This would improve sales metrics, increase retail interest, build tax base, increase school enrollment, etc. Work with a marketing firm to develop effective messages and communication channels to reach individuals and families who are moving to central Iowa or considering relocation within central Iowa and find 'home town charm with city conveniences/amenities' appealing. These audiences may include young workers, newly married couples, expectant parents, and/or parents of children entering elementary, middle or senior high school evaluating their preferred new home location. With new housing and middle school, along with a rejuvenated downtown and local job openings, the time is right to go beyond our 'Get to Know Newton' message by targeting specific audiences with compelling reasons to choose Newton as their home. Drawing new residents to Newton will increase our tax base, retail and restaurant customer base, employee pool, student population and community supporters/volunteers - strengthening Newton in so many ways. It may also draw entrepreneurs/small business owners to our community. The rationale for engaging a marketing firm for this campaign is that they are experts with resources and experience to increase success.

Estimated Cost: \$90,000.

Potential Funding Source(s): 2019 Bond Proceeds – Repaid with Debt Service Funds.

Level of Staff Involvement: Medium, partner with NDC, NHDC, Main Street, and Chamber.



Executive Team Goals

| <u>ITEM</u> | <u>COST</u> | <u>SOURCE</u> | <u>TIME</u> | <u>PARTNERS</u> |
|----------------------------------|-------------|-----------------|-------------|-----------------------|
| 1) PHONE SYSTEM UPGRADES | \$30,000 | GF/Debt Service | Low | Contract |
| 2) NEW GIS SYSTEM | \$25,000 | GF/Sewer | Medium | Contract |
| 3) D&D PROGRAM FUNDING | \$1,000,000 | Debt Service | High | N/A |
| 4) ROAD IMPROVEMENTS | \$3,000,000 | RUT | Low | Contract |
| 4) STORMWATER UTILITY & CIP | N/A | N/A | Medium | Community |
| 4) WESTWOOD CLUBHOUSE PLANS | \$14,000 | GF | Medium | Park Board/Friends |
| 7) COURTHOUSE SQUARE RETAIL (2) | N/A | TIF | High | Main Street |
| 7) RENTAL INSPECTION PROGRAM | N/A | N/A | High | Landlords |
| 7) CEMETERY SOFTWARE | \$24,000 | GF | Medium | Contract |
| 10) SEWER FEES INCREASE | N/A | N/A | Low | City Engineer |
| 11) HIKE AND BIKE TRAIL REPAIRS | \$75,000 | Debt Service | Low | N/A |
| 12) PROACTIVE NUISANCE ABATEMENT | N/A | N/A | High | N/A |
| 13) NW DOWNTOWN PARKING LOT | \$150,000 | TIF | Low | Contract |
| 13) COPS GRANT FOR NEW OFFICER | \$15,000 | GF | Low | U.S. Dept. of Justice |
| 15) COMMUNITY SERVICE OFFICER | \$15,000 | GF | Low | N/A |



CITY ADMINISTRATOR GOALS

| <u>ITEM</u> | <u>COST</u> | <u>SOURCE</u> | <u>TIME</u> | <u>PARTNERS</u> |
|--|-------------|-----------------|-------------|-----------------------|
| 1) CITY COUNCIL PROFESSIONAL DEVELOPMENT | N/A | N/A | Low | Contract |
| 2) STREET IMPROVEMENTS | \$3,374,000 | RUT | Low | Contract |
| 3) D&D PROGRAM FUNDING | \$1,000,000 | Debt Service | High | N/A |
| 4) PROACTIVE NUISANCE ABATEMENT | N/A | N/A | High | N/A |
| 5) RENTAL INSPECTION PROGRAM | N/A | N/A | High | Landlords |
| 6) HIKE AND BIKE TRAIL REPAIRS | \$75,000 | Debt Service | Low | N/A |
| 7) STORMWATER UTILITY & CIP | N/A | N/A | Medium | Community |
| 8) ANNUAL INCREASE FOR SEWER UTILITY | N/A | N/A | Low | City Engineer |
| 9) COMMUNITY SERVICE OFFICER | \$15,000 | GF | Low | N/A |
| 10) WESTWOOD CLUBHOUSE PLANS | \$14,000 | GF | Medium | Park Board/Friends |
| 11) NW DOWNTOWN PARKING LOT | \$150,000 | TIF | Low | Contract |
| 12) COPS GRANT FOR NEW OFFICER | \$15,000 | GF | Low | U.S. Dept. of Justice |
| 13) DOWNTOWN TRAFFIC SIGNALS (4) | \$1,000,000 | TIF | Medium | Contract |
| 14) BUSINESS PROPERTY CODE UPDATE (14) | N/A | N/A | High | Businesses |
| 15) MEMORIAL PARK TOWER | \$30,000 | GF/Debt Service | Medium | N/A |