# City of Oshkosh Strategic Plan







#### Vision

A thriving and sustainable community offering abundant opportunities for work and life

#### Mission

The City of Oshkosh provides goods and services in pursuit of a safe and vibrant community

#### Guiding Principles - We Will...

- Can Do Spirit: Serve the public with a confident can-do spirit
- Accountable: Hold ourselves to the highest standards with a dedication to preserving the public trust
- **3. Transparent**: Provide the public with information on our actions and decisions
- Engaging: Actively pursue citizen involvement throughout the decision making process
- **5. Economical:** Act in a fiscally responsible manner on behalf of our citizens
- Responsive: Respond to citizens' requests equitably and fairly in a timely, informative and thorough manner
- 7. **Innovative:** Take a prudent and creative approach to problem solving
- **8. Equitable:** Strive to achieve equity in the allocation of community resources

#### Target / Lead Stakeholders

- Resident Owners Businesses and Homeowners
- Potential Owners Business and Homeowners
- · Frontline Employees
- · City Leadership

# SUPPORT ECONOMIC DEVELOPMENT

# Staff Owner: Allen Davis

uture State: Be recognized as a premier community in Wisconsin by fostering entrepreneurial activity, developing and retaining a diverse mix of employees & employment opportunities, and revitalizing the downtown/central city area and I-41 corridor.

# PROVIDE A SAFE, SECURE, AND HEALTHY COMMUNITY

→ Staff Owner(s): Tim Franz & Dean Smith

Future State: Public Safety Officials are recognized as trusted, efficient and effective professionals

# ENHANCE THE EFFECTIVENESS OF OUR CITY GOVERNMENT

→ Staff Owner: John Fitzpatrick

Future State: Organizational efficiency has been maximized by successfully achieving City initiatives

# IMPROVE AND MAINTAIN OUR INFRASTRUCTURE

→ Staff Owner(s): James Rabe, Jim Collins, John Fitzpatrick

Future State: A safe and effective infrastructure that provides a framework for full scale community enjoyment

# ENHANCE OUR QUALITY OF LIFE SERVICES AND ASSETS

Staff Owner(s): *Jeff Gilderson-Duwe, Ray Maurer, Brad Larson* 

Future State: Natural, Cultural and Recreational Assets of the City are recognized as a sources of pride for the community

# STRENGTHEN OUR NEIGHBORHOODS

Staff Owner(s): Allen Davis

Future State: Neighborhoods throughout the community are attractive, well maintained, and desirable places to live that inspire positive social interactions among residents



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- A. Attract, Expand and Retain Businesses
- B. Support Redevelopment Opportunities for Central city, Waterfront, and Underutilized Properties in the City
- C. Develop Infrastructure Needed to Support Business and Residential Development
- D. Establish Economic Development Metrics
- E. Promote the City of Oshkosh
- F. Develop an Effective Economic Development Incentive Program

# PROVIDE A SAFE, SECURE, AND HEALTHY COMMUNITY- Tim Franz & Dean Smith

Future State: Public Safety Officials are recognized as trusted, efficient and effective professionals

- A. Enhance Community Trust in Public Safety
- B. Strengthen Relationships with Neighborhood Organizations and Diverse Community Groups
- C. Build Awareness of Personal Health and Safety
- D. Ensure High-Level of Response to Emergencies
- E. Prepare the Community's Ability to Recover from Disruptive Events
- F. Develop Strategies to Address Substance Abuse in the Community
- G. Improve Transportation Safety within Community
- H. Develop a Professional and Diverse Workforce within Public Safety
- I. Enhance Crime Prevention and Community Policing Strategies

# ENHANCE THE EFFECTIVENESS OF OUR CITY GOVERNMENT – John Fitzpatrick

Future State: Organizational efficiency has been maximized by successfully achieving City initiatives

- A. Maximize Our Financial Position Based On Our Capabilities and Limitations
- B. Improve Our Internal and External Communication Systems
- C. Recruit, Retain, Engage, Recognize and Develop Employees and Future Leaders
- D. Improve Our Technology
- E. Align Internal Department Action Plans to Strategic Plan
- F. Align Employee Performance to Department Plans
- G. Develop / Improve Our Performance and Outcome Measures
- H. Reassess / Realign Our Boards and Commissions
- I. Increase Local Engagement with State Legislators to Increase Local Control
- J. Strengthen Partnerships in Community
- K. Encourage Collaboration with Diverse Community Groups



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# IMPROVE AND MAINTAIN OUR INFRASTRUCTURE – James Rabe, Jim Collins, John Fitzpatrick

Future State: A safe and effective infrastructure that provides a framework for full scale community enjoyment

- A. Improve Our Streets, Transit, Bike, Pedestrian and Public Utilities
- B. Improve Our Storm Water Management
- C. Execute Our Clear Water Initiatives
- D. Improve Our City Buildings and Energy Efficiency
- E. Update and Maintain Our City Technology
- F. Update and Maintain Our City Equipment
- G. Support the Improvement of the Community's Telecommunication Infrastructure

# ENHANCE OUR QUALITY OF LIFE SERVICES AND ASSETS – Jeff Gilderson-Duwe, Ray Maurer, Brad Larson

Future State: Natural, Cultural and Recreational Assets of the city are recognized as a sources of pride for the community

- A. Update Comprehensive Outdoor Recreation Plan (CORP)
- B. Continue to Develop River Walk
- C. Enhance the Museum's Capacity to Recognize, Preserve, and Interpret the History of Our Community
- D. Make Progress Toward the Library's Vision of "A Library in Every Life"
- E. Develop a Long-Term Funding Strategy for Other Quality of Life Assets (Grand Opera House, Convention Center)

# STRENGTHEN OUR NEIGHBORHOODS - Allen Davis

Future State: Neighborhoods throughout the community are attractive, well maintained, and desirable places to live that inspire positive social interactions among residents

- A. Create a Culture of Neighborhood
- B. Leverage City Resources and Incentives to Encourage Private Investment in Neighborhoods
- C. Build Awareness for Neighborhood Development
- D. Increase & Encourage Owner Investment and Maintenance in Property
- E. Establish City Inter-Departmental Teams for Planning and Completing Neighborhood Projects
- F. Increase Quality and Diversity of Housing Stock
- G. Encourage Diversity and Inclusion



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Strategic Goal

Objectives - WHAT

Future State:
Be recognized as a premier community in Wisconsin be fostering entrepreneurial activity, developing and retaining a diverse mix of employees & employment opportunities, and revitalizing the downtown/central city areand 1-41 corridor

Staff Owner: Allen Davis

# A. Attract, Expand, and Retain Businesses and Partner with Greater Oshkosh EDC to offer educational opportunities for Elected Officials Workforce Create and continuously update a database of municipally-related data necessary for business expansion or B. Support Redevelopment **Opportunities for** Central City, Waterfront, and Underutilized **Properties in the City** Develop infrastructure needed to support business and residential development **Establish Economic Development Metrics** Market our transportation connections Promote the City of Oshkosh Update Tax Incremental Financing (TIF) Policy to include residential redevelopment Develop an Effective Economic **Development Incentive** Program

Strategies / Tactics - HOW



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# **PROVIDE A** SAFE, SECURE, AND HEALTHY **COMMUNITY**

Strategic Goal

*Future State:* Public Safety Officials are trusted, efficient and effective professionals

Staff Owner(s): Tim Franz & Dean Smith

# A. Enhance Community **Trust in Public Safety**

Staff Owner(s): Tim Franz & Dean Smith

Objectives - WHAT

# Police Department

- Produce Oshkosh Police Department (OPD) videos focused on our values
- ☐ Increase Police presence in Community through outreach efforts to schools, neighborhood associations, business' and citizens
- ☐ Develop an OPD Annual report to the community

Strategies / Tactics - HOW

☐ Enact improved & transparent Internal Affairs (IA) reporting

# Fire Department

- ☐ Produce Annual Oshkosh Fire Department performance report
- □ Develop and adopt ordinance for fire protection and alarm systems compliance records system

# B. Strengthen Relationships with Neighborhood Organizations and **Diverse Community** Groups

Staff Owner(s): Tim Franz & Dean Smith

# Police Department

☐ Improve outreach initiatives with neighborhood & diverse population groups

# Fire Department

- ☐ Neighborhood Fire companies participate in National Night Out events in their response district
- ☐ Fire companies participate in one event per year with neighborhood groups in their response district

# C. Build Awareness of Personal Health and Safety

Staff Owner(s): Tim Franz & Dean Smith

# Police Department

☐ Increase number of Crisis Intervention Team (CIT) trained staff

# Fire Department

- Deliver Smoke Detector Trek Program into one targeted neighborhood per year
- ☐ Develop partnerships to deliver first aid and Cardiac Pulmonary Resuscitation (CPR) training through Neighborhood Groups

# D. Ensure High-level of Response to **Emergencies**

Staff Owner(s): Tim Franz & Dean Smith

# Police Department

☐ Improve training related to Incident Command Structure (ICS)

# Fire Department

☐ Respond to 90% of property and life threatening emergencies in under 6 minutes, 90% of the time

# E. Prepare the Community's Ability to Recover from **Disruptive Events**

Staff Owner(s): Tim Franz & Dean Smith

# Police Department & Fire Department

☐ Conduct Civilian training for disruptive events



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# Strategic Goal Objectives - WHAT

**PROVIDE A** 

SAFE, SECURE,

**AND HEALTHY** 

Public Safety Officials are

trusted, efficient and effective

Tim Franz & Dean Smith

**COMMUNITY** 

*Future State:* 

professionals

Staff Owner(s):

F. Develop Strategies to Address Substance Abuse in the Community

> Staff Owner(s): Tim Franz & Dean Smith

# Police Department

- □ Continue participation in local county CIT and Drug & Alcohol Task Forces and Groups
- ☐ Develop a Drug Addiction Initiative within the Community

Strategies / Tactics - HOW

☐ Continue to educate and reach out to schools, neighborhood associations, and citizens regarding substance abuse

# Fire Department

- ☐ Provide de-identified data on substance abuse from ambulance response to OPD Quarterly
- ☐ Continue participation in Fox Valley Heroin Task Force

# G. Improve Transportation Safety within Community

Staff Owner(s):
Tim Franz & Dean Smith

# Police Department

- ☐ Continue to educate citizens & visitors on traffic safety through education and enforcement efforts
- ☐ Reestablish a motorcycle unit to focus on traffic enforcement, particularly in roundabouts

# Fire Department

☐ Continue to provide car seat installation checks

# H. Develop a Professional and Diverse Workforce within Public Safety

Staff Owner(s): Tim Franz & Dean Smith

### Police Department

- ☐ Successfully complete Commission on Accreditation for Law Enforcement Agencies (CALEA) reaccreditation in 2017
- ☐ Improve Recruiting, Training & Development for the OPD employees

# Fire Department

- ☐ Begin second phase of accreditation phase & self assessment of Fire Department
- ☐ Improve Recruiting, Training & Development for the Fire Department employees

# Enhance Crime Prevention and Community Policing Strategies Staff Owner: Dean Smith

# Police Department

☐ Improve outreach efforts to the Community



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# ENHANCE THE EFFECTIVENESS OF OUR CITY GOVERNMENT

Strategic Goal

Future State:
Organizational efficiency has been maximized by successfully achieving City initiatives

Staff Owner: John Fitzpatrick

Objectives - WHAT	Strategies / Tactics - HOW
A. Maximize Our Financial Position Based On Our Capabilities and Limitations Staff Owner(s): Trena Lars and John Fitzpatrick	<ul> <li>□ Apply strategic plan initiatives to annual budget planning and funding process</li> <li>□ Utilizing Capital Improvement Plan (CIP) scoring system to prioritize projects and maximize funding available</li> <li>□ Execute the plan to reduce city's general obligation debt to approximately 70% of equalized value</li> <li>□ Establish a schedule for regular review of user fees and rate structures</li> <li>□ Continue the structural review of the city's health insurance plan. Identify ways to control city's increasing costs and contributions for health insurance and benefit package.</li> <li>□ Continue implementation of Enterprise Resource Program (ERP) (2016-2020)</li> </ul>
B. Improve Our Inter and External Communication Systems (Citizens, Cot Manager, Department He. Supervisors, Employees) Staff Owner(s): John Fitzpatrick	□ Improve Communications with, and Feedback from, Employees □ Encourage Annual Departmental Council Member Tour/Orientation □ Encourage at least one departmentally hosted open house annually □ Select and develop effective media to communicate city's performance management initiatives
C. Recruit, Retain, Engage, Recognize and Develop Employees and Future Leaders Staff Owner: John Fitzpatr	<ul> <li>Implement updated Employee Recognition Program</li> <li>Implement Supervisory Training Program</li> <li>Provide training for advancement within the city</li> <li>Research Tuition Reimbursement and Employee Referral Programs</li> </ul>
D. Improve Our Technology Staff Owner: John Fitzpatr	Research and recommend the implementation of a single time and attendance scheduling system for all departments  Continue implementation of Enterprise Resource Program (ERP) (2016-2020)  Update main city website  Optimize, standardize and expand Geographic Information System (GIS) functionality
E. Align Internal Department Action Plans to Strategic Plan Staff Owner: John Fitzpat	☐ Communicate the Strategic Plan and integrate it into daily operations and policies
F. Align Employee Performance to Department Plans Staff Owner: John Fitzpat	□ Educate supervisors on how to apply "Guiding Principles" in employee evaluation process □ Improve employee's understanding of role in achieving plan initiatives □ Educate supervisors/managers on employee evaluation process & purpose



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Future State: Organizational efficiency has been maximized by successfully achieving City initiatives.

Staff Owner: John Fitzpatrick

(	Objectives - WHAT	Strategies / Tactics - HOW
G.	Develop / Improve Our Performance and Outcome Measures Staff Owner: John Fitzpatrick	<ul> <li>□ Work with departments and divisions to create metrics that are meaningful for their operations and valuable for benchmarking with other communities</li> <li>□ Convert created metrics to visual dashboards.</li> <li>□ Identify Key Performance Indicators (KPI's) for scorecard Inclusion</li> <li>□ Assemble scorecards for departments and the council based on KPI's selected</li> <li>□ Build Management Skills to Evaluate and Utilize Performance Measures</li> <li>□ Deliver performance measure/metrics training to department heads and supervisors</li> <li>□ Develop capability to determine Return On Investment (ROI) for larger city projects and services</li> </ul>
H.	Reassess / Realign Our Boards and Commissions Staff Owner: John Fitzpatrick	☐ Evaluate existing Boards and Commissions and their mission/purpose.
I.	Increase Local Engagement with State Legislators to Increase Local Control Staff Owner: John Fitzpatrick	<ul> <li>Establish a regular meetings between Council, staff and state legislators regarding issues of mutual interest</li> <li>Continue greater engagement with The League of Wisconsin Municipalities &amp; similar groups to impact public policy at the State level</li> </ul>
J.	Strengthen Partnerships in Community Staff Owner(s): John Fitzpatrick/Everyone	<ul> <li>□ Identify potential new partners for collaboration and analyze how to strengthen current partnerships</li> <li>□ Educate citizens on availability of services through community partners</li> </ul>
<b>K.</b>	Encourage Collaboration with Diverse Community Groups Staff Owner(s): John Fitzpatrick/Everyone	<ul> <li>□ Update our Affirmative Action Plan</li> <li>□ Incorporate Diversity and Inclusion into our decision-making processes</li> <li>□ Conduct training with departments to improve our recruiting, staffing and reporting capability efforts</li> </ul>



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# Strategic Goal **IMPROVE AND MAINTAIN OUR INFRASTRUCTURE** Future State: A safe and effective infrastructure that provides a framework for full scale community enjoyment Staff Owner(s): James Rabe, Jim Collins, John Fitzpatrick

Objectives - WHAT Strategies / Tactics - HOW A. Improve Our Streets, ☐ Update transit development plan that will guide our improvement efforts for the next 5-10 years ☐ Update the Bicycle and Pedestrian Circulation plan Transit, Bike, ☐ Complete priority projects from the 2011 Pedestrian and Bicycle Circulation Plan Pedestrian and Public ☐ Educate motorists, bicyclists and pedestrians on laws and best practices to negotiate roundabouts **Utilities** ☐ Annually update and implement 5 year Capital Improvement Plan (CIP) projects Staff Owner(s): Jim Collins, ☐ Develop/Update long range asset management plans James Rabe, Allen Davis ☐ Develop plans for additional unstudied watersheds B. Improve Our Storm ☐ Implement recommendations of watershed plans as policy, time and budget allows Water Management ☐ Continue implementing water quality improvement projects in anticipation of future Total Maximum Daily Staff Owner(s): James Rabe Load (TMDL) requirements ☐ Complete Phase II of Inflow & Infiltration (I&I) Study C. Execute Our Clear ☐ Identify Policies to Address Clear Water Initiatives **Water Initiatives** ☐ Educate community leaders and public about sources of clear water in the sanitary sewer system Staff Owner(s): James Rabe ☐ Reduce cross connections to the sanitary sewer system D. Improve Our City ☐ Address backlog of building issues, improve security of city properties **Buildings** and ☐ Improve the efficiency of our buildings and equipment **Improve Energy** ☐ Complete priority Heating, Ventilating and Cooling (HVAC)/Roofing replacement and maintenance Efficiency ☐ Implement parking lot replacement & maintenance schedule from 2014 Parking Lot Pavement study Staff Owner(s): John Fitzpatrick, Jim Collins E. Update and Maintain ☐ Implement replacement schedule per CIP Our City Equipment ☐ Maintain & update our Information Technology infrastructure Staff Owner(s): ■ Evaluate equipment replacement & maintenance schedules for fleet vehicles Various Departments F. Support the Improvement of the Community's □ Collaborate with other governmental entities in the Oshkosh area to study the feasibility of improving the **Telecommunication** community's broadband capabilities Infrastructure Staff Owner(s): Various Departments



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# **ENHANCE OUR OUALITY OF** LIFE SERVICES **AND ASSETS**

Strategic Goal

Future State:

Natural, Cultural and Recreational Assets of the city are recognized as a sources of pride for the community

Staff Owner(s): Jeff Gilderson-Duwe, Ray Maurer, Brad Larson

#### Objectives - WHAT Strategies / Tactics - HOW ☐ Secure consultant to assist with the Comprehensive Outdoor Recreation Plan (CORP) update by January 15, A. Update ☐ Inventory and analyze existing parks and facilities Comprehensive ☐ Complete Needs Assessment by conducting citizen survey, user group survey, neighborhood associations **Outdoor Recreation** input and public information meetings Plan ☐ Prioritize park improvements with input by the community and Advisory Park Board Staff Owner: Ray Maurer ☐ Seek approval of the CORP by the Advisory Park Board, Plan Commission and Common Council by December 1,2017 Continue to Develop □ Complete a Riverwalk segment every year until the Fox River Corridor Plan is complete. **River Walk** Staff Owner: Allen Davis C. Enhance the Museum's Capacity ☐ Create the next generation of long-term exhibitions, connecting them with core curriculum to Recognize, ☐ Develop and enhance publications & projects on community history Preserve, and ☐ Improve building infrastructure to provide essential visitor services **Interpret the History** ☐ Enhance and accelerate collections care & management of Our Community Staff Owner: Brad Larson **Make Progress** Toward the Library's ☐ Put a library card in every citizen's hand ☐ Be recognized as a downtown anchor destination Vision of "A Library ☐ Be a provider of trusted "go to" online resources in Every Life" ☐ Become a community institution with widespread public and private support Staff Owner: Jeff Gilderson-Duwe ☐ Work with management of Grand Opera House & Convention Center to develop Additional Programming and Develop a Long-Promotion to Increase Revenue **Term Funding** ☐ Investigate Alternative funding models for long term support of quality of life institutions **Strategy for Other** ☐ Evaluate concept of endowment to support long term development of Quality of Life (QOL) assets **Quality of Life** ☐ Communicate the "Good" of Oshkosh to citizens to increase pride in Oshkosh Assets ☐ Support efforts to market community's quality of life

Staff Owner: Mark Rohloff

☐ Support Convention and Visitors Bureau (CVB) efforts to market community as "Wisconsin's Event City"



September, 2016

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# STRENGTHEN OUR NEIGHBORHOODS

Strategic Goal

Objectives - WHAT

G. Encourage Diversity

Staff Owner(s): Allen Davis

and Inclusion

and assets

Future State:

Neighborhoods throughout the community are attractive, well maintained, and desirable places to live that inspire positive social interactions among residents

Staff Owner(s): Allen Davis

A. Create a Culture of Neighborhood Staff Owner(s): Allen Davis	<ul> <li>□ Provide technical assistance to Greater Oshkosh- Healthy Neighborhoods Initiative (GO-HNI) to support the creation and maintenance of resident-led neighborhood associations</li> <li>□ Support resident training opportunities to enhance leadership development</li> <li>□ Promote neighborhood identities through marketing and strategic improvements within neighborhoods</li> <li>□ Form a "Neighborhood Advisory Commission" to support and advocate for neighborhood based service delivery and policy development</li> <li>□ Work with GO-HNI to educate municipal staff and community members/agencies on the importance of neighborhoods</li> </ul>
B. Leverage City Resources and Incentives to Encourage Private Investment in Neighborhoods Staff Owner: Allen Davis	<ul> <li>Collaborate with GO-HNI, ADVOCAP, Habitat for Humanity, Housing Authority to implement neighborhood projects</li> <li>Track resident volunteer hours with the goal of increasing social capital within neighborhoods</li> <li>Explore the development of a Residential Tax Increment Finance (TIF) Policy to promote (re)development within neighborhoods</li> <li>Continue to promote and administer the "Great Neighborhoods Program"</li> </ul>
C. Build Awareness for Neighborhood Development Staff Owner(s): Allen Davis	<ul> <li>Promote "Our Neighborhoods Engage (ONE)" Oshkosh city-wide through community outreach &amp; marketing</li> <li>Participate with Oshkosh Healthy Neighborhoods Alliance to ensure an open line of communication with neighborhood associations</li> <li>Complete a "Confidence in the Community" Survey to benchmark resident confidence with neighborhood development</li> <li>Educate real estate community and community members of available neighborhood programs and activities</li> <li>Market and promote implementation activities of existing neighborhood plans</li> <li>Identify successes in neighborhood revitalization and apply those in more areas of the city</li> </ul>
D. Increase & Encourage Investment and Maintenance of Properties Staff Owner: Allen Davis	<ul> <li>Continue to provide flexible housing programs within recognized neighborhood associations and through out the city</li> <li>Develop education campaign to increase awareness of existing municipal codes</li> <li>Continue to conduct proactive property maintenance inspections city-wide</li> <li>Develop and administer targeted Micro-Grant Program</li> </ul>
E. Establish City Inter- Departmental Team to support ONE Oshkosh Staff Owner(s): Allen Davis	□ Identify purpose and mission and identify staff to serve on team □ Develop one neighborhood plan annually with resident leaders □ Support implementation of approved neighborhood plans □ Oversee development & ongoing maintenance of a neighborhood report card program □ Promote available resources and services at neighborhood meetings and events
F. Increase Quality and Diversity of Housing Stock Staff Owner: Allen Davis	□ Collaborate with ONE Oshkosh partners to originate housing projects □ Update Comprehensive Plan to indentify areas of appropriate residential density city-wide □ Develop a targeted blight elimination process and program □ Create an architectural services program to enhance improvements to residential properties □ Promote available residential city-owned properties for (re)development

☐ Encourage Community Events that Celebrate Diversity and Inclusion

☐ Add a Diversity and Inclusion Element within Neighborhood Plans

Strategies / Tactics - HOW

☐ Work with community partners to survey residents and business owners to better understand cultural climate