

City Administrator Carol J. Mitten

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TO:

Mayor Diane Marlin and City Council Members

FROM:

Carol Mitten, City Administrator

DATE:

July 6, 2022

SUBJECT:

THIRD QUARTER 2022 UPDATE ON MAYOR/COUNCIL STRATEGIC

GOALS

The City Council adopted the Mayor/Council Strategic Goals for 2022-2023 on April 11, 2022. This first update reflects the work that has been accomplished during the past three months to address the Action Items that were identified.

Each Action Step has its own reporting form, which will be updated each quarter. At the end of calendar year 2023, there will be a record of the incremental progress that was made on each of the 38 Action Steps over the two-year period.

I will make a brief presentation of the highlights of this progress at the Council meeting on July 11.



Strategic Area

#1 Public Safety & Well-Being

Strategy

1. Pursue methods to mitigate community violence

Action Step

a) Fund community partners that address the root causes of gun violence

Responsibility for Action Mayor/Council

Reporting Period Q3/22

STATUS

ARPA funding priorities have been identified; application process in development. A total of \$100,000 in social service grants awarded to community partners focused on youth programming.

Reporting Period Q4/22

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Reporting Period Q1/23

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Strategic Area

#1 Public Safety & Well-Being

Strategy

1. Pursue methods to mitigate community violence

Action Step

b) Enhance City programs that address root causes of violence

Responsibility for Action Mayor/Council

Reporting Period Q3/22

STATUS

Closed out the FY 22 program year for Self Made Kingz. Collaborating with USD #116 on Anti-Violence Collective.

Reporting Period Q4/22

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Mayor/Council Goals

Quarterly Reporting

Strategic Area

#1 Public Safety & Well-Being

Strategy

1. Pursue methods to mitigate community violence

Action Step

c) Identify and fund options that enhance current police capacity...

Responsibility for Action Police / Council / Executive

Reporting Period Q3/22

STATUS

The FY23 City budget includes funding for a civilian Digital Forensics Specialist and a civilian Intelligence Analyst, as well as funding for ABLE (Active Bystandership for Law Enforcement) training. This funding became available on July 1, 2022.

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Mayor/Council Goals

Quarterly Reporting

Strategic Area

#1 Public Safety & Well-Being

Strategy

2. Enhance and expand public safety resources

Action Step

a) Contract for and complete a Public Safety Review

Responsibility for Action Council / Executive / Police / Fire

Reporting Period Q3/22

STATUS

A Request for Proposals (RFP) for a comprehensive Public Safety Review was issued on 2.23.22. As of the closing date for the RFP (3.31.22), no responses had been received. Staff contacted some of the interested prospective bidders for feedback. The RFP is currently being re-scoped and should be reissued during the month of July.

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Strategic Area

#1 Public Safety & Well-Being

Strategy

2. Enhance and expand public safety resources

Action Step

b) Develop comprehensive safety plan based on the Public Safety Review

Responsibility for Action Council / Executive / Police / Fire

Reporting Period Q3/22

STATUS

Awaiting completion of Public Safety Review.

Reporting Period Q4/22

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Reporting Period Q1/23

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Strategic Area

#1 Public Safety & Well-Being

Strategy

3. Promote community well-being

Action Step

a) Fund and support community partners that promote health & wellness

Responsibility for Action Mayor/Council

Reporting Period Q3/22

STATUS

This is included among the ARPA funding priorities; application process in development.

Reporting Period Q4/22

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Strategic Area

#1 Public Safety & Well-Being

Strategy

3. Promote community well-being

Action Step

b) Promote communication & outreach to individual neighborhood groups

Responsibility for Action All Departments

Reporting Period Q3/22

STATUS

No progress to date.

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Strategic Area

#1 Public Safety & Well-Being

Strategy

3. Promote community well-being

Action Step

c) Create a 'manual' for victims of violence w/ support services available

Responsibility for Action Police

Reporting Period Q3/22

STATUS

This task has been assigned to the Crisis Co-Responder Team (CCRT). A draft is expected by the end of July.

Reporting Period Q4/22

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Mayor/Council Goals

Quarterly Reporting

Strategic Area

#2 Housing

Strategy

1. Support housing security and equity

Action Step

a) Complete HOME ARP Action Plan

Responsibility for Action Community Development

Reporting Period Q3/22

STATUS

HOME ARP Allocation Plan draft released on June 30 for a 30-day comment period. A public hearing is scheduled prior to Council COW meeting on July 18 and CD Commission on July 26. Comments will be accepted through July 30. Staff will take to Council COW on August 1 with final approval August 8. Plan will be submitted to HUD by August 12 for their review.

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Strategic Area

#2 Housing

Strategy

1. Support housing security and equity

Action Step

b) Determine amount of ARPA funds to set aside for Housing

Responsibility for Action

Mayor/Council

Reporting Period Q3/22

STATUS

This is included among the ARPA funding priorities; application process in development.

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Strategic Area

#2 Housing

Strategy

1. Support housing security and equity

Action Step

c) Coord w/ housing and social service agencies to reduce homelessness

Responsibility for Action Community Development

Reporting Period Q3/22

STATUS

Social Service agencies participated in the priorities and input for the HOME ARP Allocation Plan. All comments were included as part of the Plan. Staff is working with agencies to do a Point-in-Time Count in August in hopes of getting a more realistic number of homeless in our community.

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Strategic Area

#2 Housing

Strategy

1. Support housing security and equity

Action Step

d) Enhance compliance with housing provisions of Human Rights Ord.

Responsibility for Action Executive

Reporting Period Q3/22

STATUS

Community introduction/education meetings w/ local organizations: Cunningham Twp, Re-Entry Council, NAACP, RPC/Community Services programs, and the New American Welcome Center. Staff attended the Equity Summit/Equity Institute.

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Strategic Area

#2 Housing

Strategy

2. Improve housing quality

Action Step

a) Pursue funds to rehab dilapidated homes in targeted neighborhoods

Responsibility for Action Community Development

Reporting Period Q3/22

STATUS

Staff will be applying for ARPA funding for a roof repair/replacement program.

Reporting Period Q4/22

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Mayor/Council Goals

Quarterly Reporting

Strategic Area

#2 Housing

Strategy

2. Improve housing quality

Action Step

b) Provide targeted assistance for home rehabs & repairs for seniors, etc

Responsibility for Action

Community Development

Reporting Period Q3/22

STATUS

Annual Action Plan included funding for Emergency Repair, Senior Repair and Accessibility programs. Staff continues to work with Ameren on a partnership for energy efficiency improvements.

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Strategic Area

#2 Housing

Strategy

2. Improve housing quality

Action Step

c) Prepare & review Consolidated Annual Performance Evaluation Report

Responsibility for Action Community Development/Council

Reporting Period Q3/22

STATUS

Draft Report will be reviewed by Council at its 8/22/2022 meeting.

Reporting Period Q4/22

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Strategic Area

#3 Infrastructure

Strategy

1. Improve quality of current infrastructure assets

Action Step

a) Develop asset mgt plans of existing infrastructure (lighting, etc)

Responsibility for Action Public Works

Reporting Period Q3/22

STATUS

Traffic Signals - on Schedule; Lochmueller Group was engaged in March and has begun this effort. Street Lighting - awaiting proposal from CMT. Sanitary System - delayed; closing gaps in system data in FY 23. Bridges - delayed; to be completed internally if/when staff bandwidth is available.

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Strategic Area

#3 Infrastructure

Strategy

1. Improve quality of current infrastructure assets

Action Step

b) Develop plan for funding, level of service, and to replace/repair/etc

Responsibility for Action Public Works

Reporting Period Q3/22

STATUS

No progress; awaiting completion of public infrastructure asset management plans. Strategic recommendations for funding and level of service targets will be developed based on information from asset management plans.

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Mayor/Council Goals

Quarterly Reporting

Strategic Area

#3 Infrastructure

Strategy

1. Improve quality of current infrastructure assets

Action Step

c) Update City infrastructure codes (subdivision & land development)

Responsibility for Action

Public Works / Community Development

Reporting Period Q3/22

STATUS

On schedule; a task force comprised of members of Public Works & Community Development has meetings every 2 weeks to perform a detailed and comprehensive review of the draft Manual of Practice (MOP) and Subdivision & Land Development Code (SLDC) updates that began in 2017.

Reporting Period Q4/22

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Reporting Period Q2/23



Strategic Area

#3 Infrastructure

Strategy

2. Increase investment in infrastructure equity

Action Step

a) Solicit community input for use of EQL funding

Responsibility for Action

Executive / Public Works

Reporting Period Q3/22

STATUS

Input was solicited from the community; 78 applications are under review for project selection.

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Additional Notes:	



Strategic Area

#3 Infrastructure

Strategy

2. Increase investment in infrastructure equity

Action Step

b) Implement EQL selected projects

Responsibility for Action Executive

Executive / Public Works / BPAC

Reporting Period Q3/22

STATUS

Applications are under review for project selection; money is included in FY 23 CIP once projects have been scoped, selected, and designed.

Reporting Period Q4/22

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Strategic Area

#3 Infrastructure

Strategy

2. Increase investment in infrastructure equity

Action Step

c) Budget and strategy to take advantage of infrastructure grant funding

Responsibility for Action Public Works / Community Development

Reporting Period Q3/22

STATUS

CD Coordinator position was included in FY 23 budget to help strategize, assist with research/applications, and grant administration.

Recruitment/hiring is the next step.

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Quarterly Reporting

Strategic Area

#3 Infrastructure

Strategy

2. Increase investment in infrastructure equity

Action Step

d) Incorporate "equity lens" into priorities evaluation

Responsibility for Action

Public Works

Reporting Period Q3/22

STATUS

No progress; EQL program serves as a pilot for incorporating equity lens. Will use what we learn from EQL to identify successful implementation strategies.

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Strategic Area

#3 Infrastructure

Strategy

3. Expand "green" infrastructure within the community

Action Step

a) Explore possible locations and funding for EV infrastructure

Responsibility for Action Public Works / SAC

Reporting Period Q3/22

STATUS

Once final details of IEPA established EV Charging Station rebate and grant program are released as directed by the Climate and Equitable Jobs Act (CEJA) passed 9/15/21, the City plans to install an EV charging station at Downtown parking deck and assist with marketing this program for other public/private developments. Program was slated to begin 7/1/22 with up to 80% of costs of installation of Level 2 or Level 3 charging stations being eligible for funding but final details have yet to be released.

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Quarterly Reporting

Strategic Area

#3 Infrastructure

Strategy

3. Expand "green" infrastructure within the community

Action Step

b) Options to enhance sustainability/climate resiliency on City property

Responsibility for Action Public Works / HR/Finance

Reporting Period Q3/22

STATUS

Storage Facility (under construction) is being built solar ready. Reviewing alternates for renewable energy sources during design/bidding of public facility improvement projects (including Fire Stations and other proposed facility improvements in the CIP).

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Quarterly Reporting

Strategic Area

#3 Infrastructure

Strategy

3. Expand "green" infrastructure within the community

Action Step

c) Explore "green" fee revenue (ex: plastic bags) & green revolving funds

Public Works / SAC / HR/Finance / Executive Responsibility for Action

Reporting Period Q3/22

STATUS

Staff received data sheets from UIUC students titled A Plastic Bag Tax for C-U and Logistics of Urbana Waste Plan highlighting info about implementation of a plastic bag tax & development of food waste diversion regs. Additional research, public engagement, etc. regarding green fee revenues or viability of a sustainable green revolving fund has not occurred at this time due to staff bandwidth.

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Quarterly Reporting

Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

a) Expand small business pandemic support to non-trad'l Urbana bus.

Responsibility for Action Council / Community Development

Reporting Period Q3/22

STATUS

Awaiting ARPA allocations. Staff will identify the businesses using current home occupancy permits and food truck licenses with the City by the end of July.

Reporting Period Q4/22

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Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

b) Survey local, minority-owned businesses to understand challenges

Responsibility for Action Community Development

Reporting Period Q3/22

STATUS

Staff are in conversation with the Champaign County Black Chamber of Commerce about services they can provide to the City through a partnership agreement. The survey may be one of the areas where BCC can assist. We are also awaiting the results of the Illinois Office of Minority Business Empowerment survey to see how those results capture Urbana.

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Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

c) Identify site/s Downtown to target for 50 units of market rate housing

Responsibility for Action Mayor / Staff

Reporting Period Q3/22

STATUS

Staff has begun the process of identifying sites for market rate housing development.

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Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

d) Enhance CDAP to include more Urbana MBE/WBE/VBE

Responsibility for Action Executive

Reporting Period Q3/22

STATUS

Staff participated in Office of Minority Economic Enterprise financial resources for small business webinar. Staff met with Gabe JaJa, Eprism, for presentation on CDAP and automation features for data collection for contract work. City of Urbana, Champaign County, and Urbana Park District hosted a "mixer" for construction contractors to meet each other for potential partnerships on upcoming construction projects.

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Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

e. Merge existing businesses lists and create business registry

Responsibility for Action
Executive / Community Development

Reporting Period Q3/22

STATUS

Staff are waiting on the Urbana Free Library to purchase Reference USA, which will provide a list at no charge to the City of ALL Urbana businesses that staff can use to cross-reference with the lists already assembled.

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Quarterly Reporting

Strategic Area

#4 Economic Recovery/Development

Strategy

1. Support current local businesses

Action Step

f. Study the challenges facing childcare providers in Urbana

Responsibility for Action Executive

Reporting Period Q3/22

STATUS

Staff have started collecting examples of programs in other cities to support childcare providers.

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Quarterly Reporting

Strategic Area

#4 Economic Recovery/Development

Strategy

2. Promote workforce development

Action Step

a. Explore creation of incentive program for hospitality/retail workers

Responsibility for Action City Administrator's Office / Urbana Free Library

Reporting Period Q3/22

STATUS

Urbana Free Library staff are currently researching whether any such incentive programs exist in other communities. Results of research expected by the end of July.

Reporting Period Q4/22

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Strategic Area

#4 Economic Recovery/Development

Strategy

2. Promote workforce development

Action Step

b. Collaborate to create a robust marketing program for SWFT.

Responsibility for Action Mayor 's office / Contracted marketing firm

Reporting Period Q3/22

STATUS

The SWFT program is fully enrolled and funded. May need to consider realigning Action Step, such as funding Parkland Foundation Scholarships for Urbana residents enrolled in SWFT or funding Urbana students enrolled in Champaign County Housing Authority Youthbuild program.

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Strategic Area

#4 Economic Recovery/Development

Strategy

2. Promote workforce development

Action Step

c. Explore the creation of a Dual Credit Program (FIRE/EMS/LE)

Responsibility for Action Executive

Reporting Period Q3/22

STATUS

No progress to date.

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Additional Notes:			



Strategic Area

#4 Economic Recovery/Development

Strategy

3. Recruit new businesses and industries

Action Step

a) Recruit a new hotel to the Cunningham Ave corridor near I-74

Responsibility for Action
Economic Development

Reporting Period Q3/22

STATUS

Hotel Market Study shared with more than 50 hotel brands/franchisees, both locally and nationally. Staff to continue building these relationships and spreading the word on the viability of a hotel on North Cunningham/I-74.

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Strategic Area

#4 Economic Recovery/Development

Strategy

3. Recruit new businesses and industries

Action Step

b) Create an incentive package & recruit a grocery store to NW Urbana

Responsibility for Action

Economic Development / Council

Reporting Period Q3/22

STATUS

Property on North Lincoln Avenue has been identified as a possible site. Aldi isn't interested because proximity too close to existing store. Property is in Opportunity Zone but not in TIF or EZ.

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Strategic Area

#4 Economic Recovery/Development

Strategy

3. Recruit new businesses and industries

Action Step

c) Create an incentive package to attract a new cannabis dispensary

Responsibility for Action

Economic Development

Reporting Period Q3/22

STATUS

Initial research has begun on the state's licensing requirements with the IL Cannabis Loan and Grant Program and the IL Cannabis Regulation Oversight Office. Staff will research how many licenses are available, when they will be issued, and the City's realistic ability to recruit a minority owner.

Reporting Period Q4/22

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Quarterly Reporting

Strategic Area

#4 Economic Recovery/Development

Strategy

3. Recruit new businesses and industries

Action Step

d) Identify Downtown destinations for Hotel Royer guests, etc.

Mayor / Contracted Firm / BPAC / SAC Responsibility for Action

Reporting Period Q3/22

STATUS

Downtown destinations will be defined further through the Public Realm Study, which will kick-off the week of July 18th. Confluence and Project for Public Spaces are leading the study. Once destinations are defined, they will be marketed via the marketing campaign for which the ED team is issuing an RFP. The RFP will be issued July 8th, responses will be due by August 15th and a selection made by October 1st.

Reporting Period Q4/22

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