

City Council most important tasks (MIT's) for period through 6/30/2021

The City Council adopted various planning documents, including its Comprehensive Plan and Strategic Plan, to create a methodology to prioritize projects while connecting the City's work plans and budget decisions to its overall community goals.

After a delay resulting from COVID-19 restrictions, the City Council did have an opportunity to meet with the City Manager, her leadership team and the City's economic development and organizational structure consultant at a fall retreat in October 2020 to identify 5 MIT's (most important tasks) to focus on for the remainder of FY2021.

Each strategic priority includes the initiatives identified by the elected body in advance of the retreat. The purpose of the exercise was to align the elected official initiatives with the City's vision and mission statements and related strategic priorities. The strategic priorities also included elements of the city staff developed core values.

VISION

Powder Springs is a city inspired by the past, invigorated by the present and innovative about the future.

MISSION

The City of Powder Springs government residents and businesses working together to promote a safe, economically secure and stimulating city where people want to visit and call home.

STRATEGIC PRIORITIES

Create destinations that appeal to residents and visitors.

Develop and promote a safe city.

Create an atmosphere of community.

Attract and retain businesses.

Governance and efficient operations.

ELECTED OFFICIAL INITIATIVES FY21

Critical staffing needs

Commercial development

Downtown development

Tourism and increasing our share of Cobb tourism

Downtown parking

Preparing for growth and change

Youth program

Finance

**2/21/22 STATUS: GREEN=COMPLETE; BLUE=ONGOING OR UNDERWAY;
RED=DELAYED**

*Key to each strategic priority and action items was the agreement to be intentional in efforts to involve and engage the public.

Strategic Priority 1 - Create destinations that appeal to residents and visitors

OVERVIEW

Create attractive and exciting recreational and educational destinations that appeal to residents of all ages and attract new and returning visitors

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
DOWNTOWN DEVELOPMENT AND PARKING	<ul style="list-style-type: none"> Partnership proposal for a structured or offsite downtown parking program Urban redevelopment plan implementation 	<ul style="list-style-type: none"> DDA Potential developers Community Development Professional services/vendors 	<ul style="list-style-type: none"> Public private partnership in downtown; recruit developer Property acquisition Design build public facility Town Hall meetings Infrastructure funding (Rural Ga)
COMMERCIAL DEVELOPMENT	<ul style="list-style-type: none"> Investment in strategic enterprises 	<ul style="list-style-type: none"> DAPS PSBG Chamber Ga Dept Econ Development Potential developers 	<ul style="list-style-type: none"> Public private partnership Town Hall meetings Enhanced coordination with partners and establish new partnerships Revise annexation strategy Successful adoption of new incentives ordinance and potential new zoning categories for technology and logistics businesses
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> Neighborhood safety component 	<ul style="list-style-type: none"> Churches Police Department Parks Department PSTF 	<ul style="list-style-type: none"> P4 program prep re: students/families Review of policies
TOURISM AND INCREASING SHARE OF COBB TOURISM	<ul style="list-style-type: none"> Enhance downtown vision and recreational opportunities 	<ul style="list-style-type: none"> Cobb Travel & Tourism PSBG Parks Department 	<ul style="list-style-type: none"> Connection to Silver Comet – grant application Signage Marketing website Events

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Strategic Priority 2 – Develop and promote a safe city

OVERVIEW

Provide a safe environment where residents can work, play and live throughout the community

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> • Partnership with community to support community policing initiatives, code enforcement and stormwater management using dashboarding technology • Implement intersection improvements • Communicating preparedness 	<ul style="list-style-type: none"> • Cobb Soil & Water Conservation District • GA Association of Conservation Districts • Community Development • Police Department • Court Services • Public Works 	<ul style="list-style-type: none"> • Stormwater repair/replacement plan • Stormwater repairs • Communications to public – survey • Code enforcement enhancement
PREPARING FOR GROWTH AND CHANGE	<ul style="list-style-type: none"> • Plan and implement SPLOST transportation improvements • Infrastructure upgrades 	<ul style="list-style-type: none"> • Development authorities • Cobb DOT • Georgia DOT • Community Development • Police Department 	<ul style="list-style-type: none"> • Review infrastructure needs (ie intersections, transit, catch basin)
YOUTH AMBASSADOR PROGRAM	<ul style="list-style-type: none"> • Expand and enhance youth program 	<ul style="list-style-type: none"> • Churches & service organizations • Police Department • Parks Department • Schools • Powder Springs Task Force 	<ul style="list-style-type: none"> • Partnerships with local schools • Review of Douglas, Ga program

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Strategic Priority 3 - Create an atmosphere of community

OVERVIEW

Develop partnerships and collaborations between the City, businesses and residents.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> Partnership proposal for a structured or offsite downtown parking program Community policing Use of dashboard technology to coordinate code enforcement and stormwater mgmt. Expand communications with public 	<ul style="list-style-type: none"> DDA Potential developers Community Development Police Department Public Works Department IT Communications 	<ul style="list-style-type: none"> Continued dialogue on inclusiveness Improved public reporting for all strategic initiatives including code enforcement and stormwater management
PREPARING FOR GROWTH AND CHANGE	<ul style="list-style-type: none"> Downtown parking program Revitalized neighborhoods and commercial corridors Implement SPLOST projects 	<ul style="list-style-type: none"> DAPS Potential developers Cobb DOT Georgia DOT Community Development Police Department Public Works Department 	<ul style="list-style-type: none"> Update annexation strategy Update available inventory of sites Successful adoption of new incentives ordinance and potential new zoning categories for technology and logistics businesses
YOUTH PROGRAM	<ul style="list-style-type: none"> Expand and enhance youth program(s) 	<ul style="list-style-type: none"> Churches and service organizations Police Department Parks Department 	<ul style="list-style-type: none"> Implementation P4 initiative
TOURISM/ INCREASING SHARE OF COBB TOURISM	<ul style="list-style-type: none"> Support community recreational events that are safe and inclusive 	<ul style="list-style-type: none"> Cobb Travel & Tourism City & County Parks Departments Local recreation associations 	<ul style="list-style-type: none"> Connection to Silver Comet – grant application Signage Marketing website Events

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Strategic Priority 4 – Attract and retain businesses

OVERVIEW

Create and maintain an environment necessary for targeted businesses to begin, grow and prosper in order to provide high paying jobs and a diverse tax base.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
DOWNTOWN DEVELOPMENT AND PARKING	<ul style="list-style-type: none"> Partnership proposal for a structured or offsite downtown parking program Implement urban redevelopment plan 	<ul style="list-style-type: none"> DDA Potential developers Community Development 	<ul style="list-style-type: none"> Public private partnership Land acquisition Design build Parking/mobility review Town Hall meetings
COMMERCIAL DEVELOPMENT	<ul style="list-style-type: none"> Develop business model partnership to enhance annexation efforts Explore opportunities for additional development partnerships and incentives Transportation improvements, including curb cuts on 278 	<ul style="list-style-type: none"> DAPS PSBG Chamber (Select Cobb) Ga Dept Econ Development Potential developers Ga Power & GMA Cobb Development Authority Paulding Econ Dev Dept City of Austell GDOT Dis. Engineer 	<ul style="list-style-type: none"> Meeting with state re: curb cuts Participate in county transportation planning effort Enhanced inventory of available sites Successful adoption of new incentives ordinance and potential new zoning categories for technology and logistics businesses
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> Community policing/police training Use of dashboard technology to coordinate code enforcement and stormwater mgmt 	<ul style="list-style-type: none"> Churches Police Department Parks Department Schools IT 	<ul style="list-style-type: none"> Review properties under vacant property ordinances Updated city facility R&M plan Scenario and de-escalation training
PREPARING FOR GROWTH AND CHANGE	<ul style="list-style-type: none"> Explore opportunities for additional development partnerships and incentives 	<ul style="list-style-type: none"> Development authorities Community Development Private developers 	<ul style="list-style-type: none"> Update annexation strategy Update available inventory of sites Successful adoption of new incentives

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GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
			ordinance and potential new zoning categories for technology and logistics businesses
FINANCE	<ul style="list-style-type: none"> Generate additional revenues 	<ul style="list-style-type: none"> Finance Ga Department Econ Dev Private partners 	<ul style="list-style-type: none"> Investment policy Fee review
TOURISM/ INCREASING SHARE OF COBB TOURISM	<ul style="list-style-type: none"> Enhance downtown vision and recreational opportunities 	<ul style="list-style-type: none"> Public Cobb Travel & Tourism PSBG Parks Department 	<ul style="list-style-type: none"> Vacation rental/AirBNB policy Review obstacles that may exist in entertainment district

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Strategic Priority 5 – Governance and efficient operations

OVERVIEW

Implement tools to create efficiencies in service delivery that provide value to the customer.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
CRITICAL STAFFING	<ul style="list-style-type: none"> Implement dashboarding technology to improve communications and remote access Partner with providers to improve services and operational efficiencies in work processes 	<ul style="list-style-type: none"> CM IT Communications Outside Vendors 	<ul style="list-style-type: none"> Data tools such as employee self service in Edmunds Health screening app FOIA SharePoint use Zoom/remote mtgs Recommendations relating to public data tools and work process tools Community survey Telework policy Improved public reporting for all strategic initiatives including code enforcement and stormwater management
FINANCE	<ul style="list-style-type: none"> Generate additional revenues Evaluate non-labor costs 	<ul style="list-style-type: none"> CM Finance HR 	<ul style="list-style-type: none"> Investment policy Cost reduction review Pay in Class study Emergency cost reduction plan New or expanded revenue source

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