

~ **2020 UPDATE** ~

**OGDEN CITY'S COMMUNITY-BASED
STRATEGIC PLAN 2019-2024**



Introduction

In 2019, the City Council adopted a Five-Year Strategic Plan. The Plan was created through an extensive public outreach process to reflect the community's priorities. This report provides a brief update on the City's efforts to implement elements of the Plan through August 31, 2020.

Timeline

- ❖ **June 18, 2019** – Adopted FY2019-2020 Budget. Set aside ~ \$629,000 for future Strategic Plan projects anticipating completion of the plan
- ❖ **September 10, 2019** – Adopted Strategic Plan
- ❖ **September 19, 2019** – Held Council Strategy Session. Discussed potential uses of the funds
- ❖ **September 2019** – Provided list of recommended Capital Improvement projects to Administration (Capital Improvement Plan process was delayed to incorporate the Council's Strategic Plan projects)
- ❖ **December 10, 2019** – Reviewed staff proposals for funding. Made changes per Council's direction and requested an Ordinance be drafted to amend the budget and fund the projects
- ❖ **May 12, 2020** – Appropriated funds for Planning Notices (\$5,000), Boxing Equipment (\$20,000), Youth Competitive Sports Equipment (\$25,000), and Sidewalks, Streetlights and Traffic Control (\$280,000) (Total \$360,000)
- ❖ **June 23, 2020** – Adopted FY21 Budget (CIP Projects)
- ❖ **August 8, 2020** – Appropriated funds for Spanish translation services (\$30,000)

To assist Council members in making decisions, the Four Strategic Directives were divided into sub-categories:

- Communications
- Capital Improvement Projects
- Arts and Culture
- Partnerships
- Administrative Functions
- Contract Funding Needed

Many of the Directives fit into more than one category or reflected the City's on-going efforts.

Five Year Strategic Plan

ECONOMIC DEVELOPMENT		COMMUNITY SAFETY		RECREATION		CITY IMAGE AND APPEARANCE	
	Implement economic development plan for retention and growth of existing businesses, and new businesses recruitment (both large and small)		Increase budget allocation for maintenance of existing roads and sidewalks, specifically around schools		Continue to bring community together through inclusive celebrations and festivals		Increase communication with residents through live streaming and media channels regarding announcements and decisions
	Partnership with new Weber-Davis economic development entity		Establish a secure sustainable funding source for infrastructure maintenance		Continue partnership with Ogden School District to increase public access to facilities		Collaborate messaging with Ogden School District to showcase local successes and uniqueness of education
	Expand Quality Neighborhood Program with emphasis on quality housing for all income levels		Increase pedestrian access and develop pedestrian safety and access improvement plan		Continue partnership with Weber Pathways		Consistent enforcement of existing city code regarding neighborhood appearance
	Continue to partner with UTA to improve availability of public transportation		Allocate additional funding for new street lights (improve residential walkability)		Highlight and celebrate River Walk		Highlight growth metrics and recent successes
	Focus on sector-specific recruitment (as outlined by Ogden City Business Development)		Perform annual review of street conditions and planned improvements		Continue existing, marquee events (Marathon, Mt Ogden Bike Race, Twilight Series)		Complete current branding efforts
	Continue to improve customer service		Evaluate options and partner with other organizations/agencies to address homelessness		Continue cross-seasonal Farmers Markets		Conduct annual survey of citizen satisfaction
	Education regarding the issuance of residential building permits		Leverage existing codes to address vagrancy		Increase access to city parks by leagues organized by 3rd parties (Adult Soccer)		Begin Gateways Initiative starting with the 24th Street interchange that has been prioritized by UDOT
	Revitalize West Ogden		Highlight community policing to create positive interactions with public (capitalizing on community events)		Maintain trails and improve trail heads		Construct bi-lingual communication plan (Spanish)
	Focus on key development along the 12th Street corridor		Improve public awareness of trainings and positive interactions with police force		Leverage Competitive Sports Board to expand youth recreation opportunities		Conduct quarterly town halls between City Council and Spanish-speaking community
	Capitalize on UDOT plans for interchange renovations		<i>Additional Mid-Block Street Lighting (Bart)</i> <i>Traffic Calming Measures (Bart)</i> <i>Accelerate Sidewalk Replacement (Marcia)</i>		Dedicate resources in recreation department to support city sponsored competitive youth athletics programs		Leverage Sustainability Committee in fostering a more environmentally sustainable community.
	<i>Continue/Expand(?) Quality Neighborhood Program (Doug)</i> <i>Evaluate Increasing Down Payment Assistance Amount (Angela)</i>		<i>Neighborhood Road Improvements (Ben)</i> <i>Speed Bumps, signs, 50/50 program for signage/traffic control (Rich)</i>				Conduct wage and staffing assessment for Ogden City staff
							Expand inclusive public arts and murals to beautify the community
	Communications						
	CIP						
	Funding						
	Arts and Culture						
	Partnerships						
	Administrative Functions						
	Work Already Being Done						

In December 2019, at the request of the Council, Council staff made recommendations for expenditure of the funds set aside in FY20 for use on Strategic Plan projects.

Those recommendations were as follows:

FY20 Strategic Plan Projects

<i>Project</i>	<i>Funding</i>			<i>Strategic Directive</i>	<i>Key Initiative</i>
Translation Services	\$ 30,000	Ongoing		City Image and Appearance	Bilingual Communications Plan
Annual Citizen Satisfaction Survey	\$ 25,000	Ongoing		City Image and Appearance	Citizen Survey
Youth Recreation (Study, CIP, etc.)	\$ 50,000	One-time		Recreation	Use of Competitive Sports Board
Planning Notices - Design	\$ 5,000	One-time		City Image and Appearance	Increased Communication with Residents
HB411 Study	\$ 100,000	One-time		City Image and Appearance	Leverage Sustainability Committee
Ballet Folklorica	\$ 15,000	One-time		Recreation	Inclusive Celebrations and Festivals
Boxing Equipment*	\$ 20,000	One-time		Recreation	Partnership with Ogden School District
Splash Pad - Design	\$ 30,000	One-time	CIP	Recreation	
Entryway Signs - Harrison N/S Design-Construction Documents	\$ 50,000	One-time	CIP	City Image and Appearance	Expand inclusive public arts and murals to beautify the community
Sidewalks	\$ 145,925	One-time	CIP	Community Safety	Increase Budget for Sidewalks
Streetlights	\$ 18,000	One-time		Community Safety	
Neighborhood Traffic Control Devices**	\$ 10,000	Ongoing		Community Safety	
Department Specific Needs	\$ 130,000	One-time			
TOTAL	\$ 628,925				

Unfortunately, in March 2020 when the documents were reviewed for final action, the COVID-19 pandemic had hit the country. The Council determined that because the impacts of the economic shutdown were unknown, it would be

prudent to hold back some of the funding in case it was needed for City operations. In May 2020, the Council funded a few of the recommended projects totaling \$360,000:

- Planning Notices (\$5,000)
- Boxing Equipment (\$20,000)
- Youth Comp Sport Equipment (\$25,000)
- Sidewalks, Streetlights and Traffic Control (\$280,000)

In August 2020, the Council also funded \$30,000 for Spanish translation services.

With the adoption of the FY21 Budget, the Council approved funding for several capital projects. Most of the funded projects had grant funding requiring matching funds:

<i>Project</i>	<i>Total Funds</i>	<i>Other Funds</i>
Serge Simmons Light Enhancement	\$ 250,850	\$ 125,425
Bonneville Park Improvements	\$ 210,000	\$ 105,000
Eastside Dog Park	\$ 130,625	\$ 130,625
Marshall White Center Improvements	\$ 90,000	\$ -
General Facilities Improvements	\$ 300,000	\$ -
Street/Curb/Sidewalk Improvements	\$ 740,000	\$ 740,000
Street Construction	\$ 780,000	\$ 780,000
Airport Taxiway	\$ 2,202,225	\$ 2,000,000
15th/Grant Intersection Improvements	\$ 150,000	\$ -
Union Station Improvements	\$ 100,000	\$ 50,000
Bike Master Plan	\$ 40,000	\$ 40,000
Centennial Trail	\$ 50,000	\$ 50,000
Marshall White Center Study	\$ 300,000	\$ -
Polk School Sidewalk	\$ 590,300	\$ 555,000
TOTAL	\$ 5,934,000	\$ 4,576,050

The future of the Marshall White Center has been of particular interest to residents. The Council funded \$300,000 for a study to determine the future use of the building and the upgrades needed to meet that use. The City is still considering options relating to a new community center. The final decision on that issue will determine if the current programming at the Marshall White continues or whether there are changes made. In either case, the Marshall White will remain an important element of the City's overall recreation plan.

The Council Office has created a website for periodic updates on the Strategic Plan, which can be found [here](#).

The Council Office is also working with the City's IT Division to develop a dashboard to highlight the City's Strategic Plan efforts. This website will be live by January 2021.

If you would like to provide feedback on this report, please feel free to contact the Council office:

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You may also contact individual Council members. Contact information for Council members can be found [here](#).