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Filed:  02-16-21

Sponsored by:  Council

COUNCIL BILL  2021 - 043  RESOLUTION \_\_\_\_\_

A RESOLUTION

1 ADOPTING the City of Springfield's City Council Priorities.  
2 \_\_\_\_\_  
3

4 WHEREAS, City Council recognizes the need to establish organizational  
5 priorities to provide general guidance for the application of municipal time and  
6 resources; and  
7

8 WHEREAS, during a retreat in January of 2021, City Council identified several  
9 important priority items and related objectives they believe will support the future  
10 betterment of the community; and  
11

12 WHEREAS, adoption of the City Council priorities and objectives will empower  
13 City officials and staff as they work on the City's behalf.  
14

15 NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF  
16 SPRINGFIELD, MISSOURI, as follows, that:  
17

18 Section 1 – City Council hereby adopts “Exhibit A,” a copy of which is attached  
19 hereto and incorporated herein by reference, as its City Council Priorities.  
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21 Section 2 – This Resolution shall be in effect immediately upon adoption.  
22

23 Passed at meeting: \_\_\_\_\_  
24

25 \_\_\_\_\_  
26 Mayor  
27

28 Attest: \_\_\_\_\_, City Clerk  
29

30 Filed as Resolution: \_\_\_\_\_  
31

32 Approved as to form:  Rhonda Lewsader , City Attorney  
33

34 Approved for Council action:  Jason A. Hays , City Manager

**EXPLANATION TO COUNCIL BILL 2021- 043**

FILED: 02-16-21

ORIGINATING DEPARTMENT: City Manager's Office

PURPOSE: To adopt the City of Springfield's City Council Priorities.

BACKGROUND INFORMATION: This Resolution adopts the City of Springfield's City Council Priorities. These priorities, once adopted, will be a guide for City's elected officials and staff in their work 2021 and beyond, subject to further review and amendments.

On January 26, 2021, City Council reviewed and modified the proposed City Council Priorities at a City Council Retreat. The final version of the City Council Priorities is attached as "Exhibit A."

Submitted by:

Approved by:

  
\_\_\_\_\_  
Jason Gage, City Manager

  
\_\_\_\_\_  
Jason Gage, City Manager

## Exhibit A

# 2021 City of Springfield City Council Priorities

### **PRIORITY: QUALITY OF PLACE**

Those features of physical environment and qualities of life that make a location a desirable, competitive and economically vibrant place to live.

#### Objectives

- Create an image campaign that communicates to and empowers citizens to get engaged with Quality of Place efforts
- Invest in projects that improve livability for Springfieldians; including the beautification of City property, roadways and entryways
- Revitalize Springfield's neighborhoods
- Invest in quality multi-modal transportation infrastructure
- Attract and retain Springfield's talent
- Incorporate, as appropriate, work of business community visioning group related to quality of place into the City's comprehensive planning process
- Proactively promote activities that instill community pride
- Foster activities that promote a clean, safe and friendly neighborhood
- Apply significantly stricter enforcement approach to major and minor criminal violations, traffic violations, noise violations and nuisance law violations, utilizing measurable outcomes (e.g., metrics) and specific benchmarks.

### **PRIORITY: LEGISLATIVE ENGAGEMENT**

The deliberate formation of a positive relationship with local and regional legislative delegates to affect positive outcomes in legislative policy.

#### Objectives

- Partner further with our region's cities and organization to create a unified legislative voice
- Serve as a subject matter trusted source for municipal issues
- Work closely with the Missouri Legislature's newly formed Local Government Caucus
- More formally recognize the efforts of Springfield's legislative delegation

- Focus annually on the City’s top and most impactful priorities to ensure a clear legislative priority message

**PRIORITY: FISCAL SUSTAINABILITY and ACCOUNTABILITY**

The ability of a municipal organization to adequately meet its primary service delivery needs and financial commitments over the long-term, while also preserving a healthy financial condition based on municipal association best practices including accountability and transparency.

Objectives

- Review existing revenue types, uses and limitations, and explore new revenue opportunities to meet future capital and operational needs
- Determine the most reasonable means to grow existing revenue sources, including revenue diversification
- Review bonding options and limitations to addressing future capital needs
- Encourage ideas for improving operational efficiencies
- Fully project and address deferred maintenance needs
- Examine enhanced cooperation opportunities with Greene County and other government entities
- Develop performance and financial accountability measures
- Prudently maximize idle funds investment options
- Enhance fiscal transparency through website functionality
- Determine a strategy to strengthen the Parks financial position
- Formally emphasize an organizational culture of service and inclusion

**PRIORITY: ECONOMIC VITALITY**

A sustainable economic climate that fosters low poverty, affordable options for quality housing and wage levels that allow the opportunity for people to participate in quality of life endeavors.

Objectives

- Enhance Springfield’s potential as a regional tourism hub for both traditional and sports tourism
- Improve the efficiency and value of the development process
- Review and refine the City’s annexation strategy
- Enhance efforts to stabilize and revitalize Springfield’s neighborhoods, recognizing we have some food desert challenges, and utilizing relevant Zone Blitz data and objectives
- Review the provision of alternative forms of energy that are desired by business prospects

- Strategically market and apply a targeted use of economic development incentives for big impact projects, while considering the most flexible and strategic use of all economic development incentive tools
- Leverage the benefit of private, public, educational and medical partnerships
- Make proactive investments in public infrastructure for those areas with the highest potential for development and redevelopment
- Be a partner to help close the skills gap within our community
- Improve the community's attractiveness to business site selectors, with a focus on aggressively marketing our assets
- Align development interests with the priorities of place, design and safety
- Successfully complete the review of the City's land use plan and effectively implement the outcomes, recognizing the importance to vibrantly emerge and thrive in the post-COVID era.

### **PRIORITY: PUBLIC SAFETY**

The effective delivery of police, fire, 911 and emergency management service, including prevention efforts and protection from events that could endanger the safety of the general public from significant injury/harm or damage, such as crimes or disasters.

#### Objectives

- Actively utilize existing public safety technology and review the application and benefit of new technology
- Address quality of life issues, with special emphasis on reducing chronic nuisance properties to ensure clean, safe neighborhoods
- Strongly encourage the empowerment of neighborhoods to identify and community needs and concerns
- Enhance community engagement and participation to increase crime prevention and public education efforts
- Make efforts to reduce traffic accidents by emphasizing the Education, Engineering and Enforcement approach
- Continue to utilize, promote and recommend alternative sentencing approaches where relevant to reduce warrant-related activities
- Establish a strategic approach to ensure sufficient adequate short-term and long-term staffing levels utilizing new and innovative measures, and determine the most effective geographic application of staff resources
- Place additional emphasis on the diversity of staff

- Apply significantly stricter enforcement approach to major and minor criminal violations, traffic violations, noise violations and nuisance law violations, utilizing measurable outcomes (e.g., metrics) and specific benchmarks.
- Coordinate with local community justice partners to determine an agreed upon strategic approach to enhanced community crime prevention, investigation and enforcement
- Work with community partners to identify and address the root causes of mental health issues
- Continue to focus on reducing public safety response times
- Review alternative approaches to enhance compliance with municipal court orders
- Create a plan to transition from a complaint-based code enforcement approach to a City-initiated approach