

MISSION STATEMENT

City of Rawlins strives to develop and maintain a safe, economically viable, healthy and appealing community in which all citizens can take pride.

GOALS & OBJECTIVES 2009-2010(Adopted 7/7/09)

COMMUNITY ENHANCEMENT

Level 3 – Bold Visions:

Update and implement master plan to define a community vision for the future

Promote and improve cooperative relationship between governmental agencies and other partners in Carbon County

Improve our methods of measuring performance and accountability

Economic Development – develop a vision and plan for Rawlins economic development

Level 2 – Broad-Stroke initiatives:

Create a culture of team work to achieve substantial nuisance abatement and code enforcement through a coordinated organizational effort

- Improve supervision, performance expectations, efficiency and attitude among employees

Maintain a budget for community trash clean-up, green belt & park enhancements.

Review and revise zoning ordinances to encourage property usage to enhance gateway areas

Affordable Housing

- Encourage and assist in revising agreements for development of 50 acre City parcel (Synergy)
- Encourage development of assisted living for the elderly

Determine how best to address blighted areas to include an evaluation of Urban Renewal Authority powers

- Determine the definition of blight; Perform a survey of blighted areas; Establish enforcement priority.

Support the establishment of a City/County events Center for large events

Level 1 – Short-term completions:

- **Complete a Downtown Master Plan** by February 2010.
- **Initiate City wide Master Plan Update** to include: - Smart Growth Concepts and plans relating to the following: West Utilities Extension - Phase II, Industrial Park, Industrial Development (west), Survey of blighted areas and Municipal Expansion Zones. Complete by 10/1/2010.
- **Complete Rawlins Economic Development Environmental Assessment, Vision and Plan** by 4/1/2010.
- **Pursue the following clean-up and upgrades projects:**
 1. General park enhancements (projects and target completions provided by Public Works Director)
 2. Martinez Park improvements for FY2009-2010 include:
 - A. This work will be completed by the Boxing Club in coordination with the City 11/09: A fire pit barbecue grill by the concrete slab, a rock planter to be assembled from the rocks on site which used to serve as a border for the park, and A ½ basketball court (City will pave). A sign will also be erected.
 - B. FY2010-2011 - A shelter over the concrete slab will be constructed.
 3. Washington Street underpass enhancements including benches and trash cans by Summer of 2009

(if approved in the FY2009-2010 budget).

4. Install a decorative fence behind the Depot by the railroad tracks from third to 5th streets in the future .
- **Cultural band & ribbon cutting ceremony in consideration of Mr. Bolton** (seek a grant through cultural trust fund). The program will be developed with Louis Espinoza, Debari Martinez and Chris Waller.
 - **Gateway Enhancements**
 - Assist with development of gateway thematic design for entrances into community (Community Development Director, Planner, DDA/Director, City Manager, and City Council and community members. Complete by December 2009)
 1. Consider moving the “Welcome to Rawlins” sign west of Rawlins further east,
 2. Consider use of Solar lights to illuminate entry way signs.
 3. Investigate the feasibility of using \$8,000 Carbon County Visitors Bureau grant to purchase banners and install on lamp posts at entrances into town
 - **Complete Non-motorized Rail Crossing Study and Safe Routes to Schools Study** (address the following: railroad crossing, HWY 287 and old Sugar Creek road between pedestrian tubes) completed by 6/20/2010.
 - **Apply for funding to realize bicycle and pedestrian path development connecting the new elementary school and recreational facilities** across HWY 287 by 7/20/2010.
 - **Complete Feasibility of Kids Water venue** location(s) and develop costs and timeframe. (Chris Waller and Pam Thayer) by 9/09.
 - **Develop a plan to increase Pedestrian Pathway and Police Department Surveillance** (Dan Izzo, Mike Reed, Duane Stolns) – the completion date for this project will be dependent upon when wireless network communications can be developed.

INFRASTRUCTURE

Level 3 – Bold Visions:

Develop and maintain and update a multiple year capital improvement plan for Equipment and Infrastructure

Create sustainable sources of revenue to achieve continual capital improvements by addressing long term planned uses.

Create/enhance capacity for economic development

Level 2 – Broad-Stroke initiatives:

- Create a storm sewer master plan

Level 1 – Short-term completions:

- **Create a Multiple Year (5 yrs) Capital Improvements Plan** for Equipment and Infrastructure by 12/2009.
- **Develop and Implement Water, Wastewater and Streets Major Capital Projects** plan subject to available funding by 12/2009.
- **Implement Golf Course Master Plan** by 6/1/09
- **Complete Traffic Speed Study** 7/1/09
- **Citywide Storm Sewer Project** – create an enterprise fund for storm sewer by 1/2010.
- **Implement Integrated Solid Waste Management Plan** Recommendations by 1/2010.
- **Davis Street to Higley R.O.W. Acquisition**

COMMUNITY PROMOTION

Level 3 – Bold Visions:

Create an environment where people want to be.

Level 2 – Broad-Stroke initiatives:

Leadership Training Program
History/Art/Culture Programs
Support Pronghorn Visitors Center Project
Coordinated Signage in Community
Support Special Events of community-wide benefit
Encourage the development of art studios, galleries and venues for musical and theatrical events
Encourage Cooperation and Coordination between community initiatives

Level 1 – Short-term completions:

- ***Develop Partners and Community Information data base and network to Pursue Rawlins Economic Development Plan***
- **Enhance the City's Image** – website and link with other sites (Rawlins Daily Times, Chamber of Commerce, etc.) enhance use of channel 5, City Logo possibly updated, advertising on Rawlins Daily Times web page by February 2010 (Rob Brox, Patrick Gonzales, Pam Thayer). Also follow-up on secret shopping assessment being undertaken in coordination with Rawlins Main Street and training by Steve Kelso on tourism and training (coordinated by Pam Thayer).
- **Improve signage for Recreation Center** from 287 by 7/2010 (Chris Waller)
- **Develop a way-finding and signage plan for the City and Downtown** - Incorporate in downtown development plan scope of work – to be completed by August 2010.
- **Community promotion through support of Special events** (specific events and schedule)
- **Develop/Encourage “Welcome Incentives”** to highlight and encourage visitation to Rawlins facilities and be distributed by City Council members and authorized staff as community ambassadors.

SUSTAINABILITY

Level 3 – Bold Visions:

Ensure sustainability of City of Rawlins through prudent management and innovative use of alternative energy, recycling and technology.

Level 2 – Broad-Stroke initiatives

Investigate City generation of wind powered energy (Steve Golnar, Dan Izzo, Duane Stolns, Dan Mika)

Level 1 – Short-term completions:

- **Prepare a 5 year Financial Plan by 12/31/09** to take advantage of growth related revenue streams to upgrade facilities and build reserves for the future
- **Pursue energy efficient “low hanging fruit” energy saving approaches ” as soon as possible.**
Begin in 2009.
 - Improve City in-house recycling accessibility and practices
 - Pursue paperless agendas and better connectivity
- **Pursue City energy audit** to include buildings, street lights, water and wastewater plants. Apply for assistance in 2009. Complete assessment by 7/2010.
- **Implement key recommendations of energy audit** begin 7/2010.
- **Evaluate Use of Alternative Energies** including wind and solar generated power begin in 2009.
 - Golf Course pumps and cart charging
 - Micro wind generating ordinance developed (Dan Mika, reviewed by Dan Massey)
- **Evaluate pursuit of Green City designation and/or practices** and consider updating City regulations to promote green building standards by 3/2010. (Scott Hannum/ Duane Stolns/ Massey)
- **Increase Access to recycling**
 - Establish recycling capabilities at the landfill in addition to recycling center
 - Locate large recycling drop-off containers at key sites throughout the City
(We need the solid waste management plan completed to determine direction)