

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator 
Date: November 4, 2014
Re: October 18, 2014 Strategic Plan Revisions

Purpose: The purpose of this item is to review changes to the Strategic Plan based on our discussion at the recent Council Retreat. Staff is requesting input and then if appropriate Council can approve these revisions.

Discussion: As you know, the Town has been successful with a number of important projects recently and those projects have been removed from the plan. Additions to the Strategic Plan include:

- Developing and implementing a market strategy that takes advantage of our new website;
- A higher focus on Community Policing and Incident Command System planning and training;
- Promoting LiveWell goals and programs as New Castle brand (this is a work in progress).
- Remodel Town Hall
- At the Retreat Council talked about adding a "Diversity" goal to the Strategic Plan. Staff has added a Social and Human Capital section for this goal and the Retention Plan goal. Staff also relocated the Community Policing and ICS goals in this section.

As you may remember, our Strategic Plan was provided to GCFMLD last spring at their request. Staff believes GCFMLD will use this document to inform them about future grant awards, i.e., Police Office Remodel Grant.

Request: Staff requests Council input and if appropriate approval of the revised Strategic Plan.

**New Castle Town Council
Strategic Plan
Updated October 6, 2012
3rd Revision-October 18, 2014**

- 1. Activate Economic Development with an Emphasis on Business**
 - 1.1. Develop and implement a marketing strategy that builds on the new website (2015/16)**
 - 1.2. Collaborate with Lakota to expedite Clubhouse, model home development and the golf “Stay and Play” business model.**
 - 1.3. Utilize existing Town-owned land as an incentive to encourage mixed use development in the downtown and near the mall – public/private partnerships.**
 - 1.4. Stay vigilant regarding ownership changes to the downtown Livery property. (Meet with New Owner)**
 - 1.5. Continue to build relations with the CRFR District and encourage them to utilize their existing downtown property in a more economically productive manner.**
 - 1.6. Work with CRHDC to create a senior housing development on town-owned land in Lakota.**
 - 1.7. Improve Community Center kitchen and furniture to attract more group use. (GFMLD Grant allowed general room upgrades in 2013/14)**
 - 1.8. Promote the LiveWell goals and programs of healthy eating and active living as the New Castle Brand “LiveWell New Castle”. (For example, discuss with community groups and individuals what it means to “Live Well” – can it mean emphasis on social relationships, that help people cope; neighbors helping neighbors to accomplish projects that keep costs down; enjoying the outdoors; calling on neighbors for emotional support during crises; and lessening fear of the future; empowerment through association – we can all ask questions, and start a conversation about Living Well, 2015).**

- 2. Development and Infrastructure Plan**
 - 2.1. Traffic control (Intersection of Hwy 6/Castle Valley Blvd Roundabout)**
 - 2.2. Water Treatment Plant Improvements (Submit DOLA Grant Fall of 2014)**
 - 2.3. Raw Water System Improvements (First Priority is to build storage pond, pump house and distribution lines to allow increased watering of parks)**
 - 2.4. Streetscape Improvements: visual amenities and angle parking for economic development. Also, traffic and pedestrian safety. (Apply for a Spring 2015 GFMLD Grant)**
 - 2.5. Remodel Town Hall – HVAC improvements, light shelf to control solar gain, 2nd floor remodel, expansion for Council Chambers.**
 - 2.6. Southside wastewater interceptor (not needed until substantial buildout of Lakota)**
 - 2.7. Improvements to VIX park – baseball improvements by volunteers**

- 2.8. Develop Sports Park in Lakota – Tennis Courts, Beach Volleyball, Tot Lot, Pickleball (GOCO Grant In Process)
- 2.9. Pursue cost sharing agreement with GarCo for repairs to CR 335 (Commissioners and Council are Discussing this Item and working toward a mutually agreeable solution)
- 3. Environmental Issues (air quality, weed/pest management, energy saving measures)
 - 3.1. SMG to review the conceptual feasibility of installing a turbine in the existing augmentation pipeline for generation of winter-time energy for the WWTP
 - 3.2. Work with Garfield Clean Energy to determine if any town-owned site is a good candidate for a Community Solar Garden
- 4. Address Traffic and Parking Issues (downtown parking, parking enforcement, traffic control)
 - 4.1. Improve alley and side street conditions and organization to provide more downtown parking (GFMLD Grant received to accomplish this work)
 - 4.2. Improve town-owned Kamm property to allow for more downtown parking (Summer 2014)
 - 4.3. Work with CDOT to make safety improvements to Main Street and 7th Street Intersection
 - 4.4. Angle parking on Main Street, see item 2.6
- 5. Development of Social and Human Capital and a Diverse Workforce
 - 5.1. Develop an Employee Retention Plan as we emerge from the recession (Plan will be discussed in 2014 and implemented in 2015)
 - 5.2. When possible hire English/Spanish speaker in Town Hall (currently the Town has one bi-lingual police officer and two bi-lingual maintenance workers in Public Works).
 - 5.3. Council and Staff will promote and implement Community Policing and Civic Engagement in community governance and operations for the purpose of building Social Capital in the Town of New Castle.
 - 5.4. Implement ICS training/planning for the purposes of community events, emergency planning and general operations of town projects.
- 6. Fleet Replacement work with County Sheriff and Commissioners to secure police vehicles – new and used.
- 7. Street Maintenance continuously look for ways to augment Town street maintenance budget to bring streets, alleys, sidewalks, curb and gutter to appropriate standard.