



Staunton City Council Retreat Report

September 23, 2021

Presented by the City Manager's Office



A culturally rich, historic city
with an exciting future of
innovation, growth and
resilience.

You belong here!

Vision

Operating Principles/Values Δ Values

- Open, honest communications ●
- Listen ●
- Respect different opinions ●
- Fiscally responsible ●
- Community engagement ●
- Respect diversity ●
- Politeness ●
- Environmentally conscious ●
- Integrity ●
- Trust ●
- Ongoing education & development ●

Integrity

Inclusion + Equity

Excellence

Engagement

Environmentally Conscious



Strategic Areas

Actions

Infrastructure

1. Use of ARPA funds and other federal/state assistance	Accountability	Measure
	Est. Cost	Est. Timeline
<i>Through the American Rescue Plan Act (ARPA), the City will receive \$12.9M in federal funds to address the negative impacts of the COVID-19 health pandemic.</i>	City Manager's Office Finance	Quarterly reports; other measures of impact TBD
	Total ARPA funds received = \$12.9M; % of this to be dedicated to city infrastructure will be determined	Funds obligated by end of 2024
2. Stormwater Management	Accountability	Measure
	Est. Cost	Est. Timeline
<i>In response to the devastating flooding in August of 2020 that resulted in 166 reports of damage estimated at \$3.1 million, City staff has since been working on a flood mitigation strategy. The first step was the study by WileyWilson on which Council was briefed at its meeting on May 27, 2021. City Council was again briefed on August 26, 2021, were presented with several recommendations by staff, and provided feedback and approval to move forward with those recommendations.</i>	Public Works Community Development	TBD
	For all recommendations approximately \$8M to implement; ongoing costs TBD	TBD and depending on recommendation

Infrastructure



1. Use of ARPA funds and other federal/state assistance*
2. Stormwater management

*Staff will provide a recommendation tonight about a public engagement strategy

Economic Development



1. Corridor overlay review
2. Economic development incentive philosophy and program

Responsive, Efficient Gov't



1. Staff training + development
2. Employee demographics reflecting the community they serve

West End

1. Small area plan
2. Marketing
3. Wayfinding signs

Built Environment

1. Police dept. space needs
2. Fire dept. facility
3. Streetscape plan
4. Schools + PW facilities
5. Citywide space needs analysis and plan



Other Actions Identified

1. Hold pre budget work session/mini retreat in January 2022
2. Provide briefing on potential for developing regional public safety answering point (PSAP) – early 2022
3. Explore Econ. Dev. Director and Comm. Dev. Director as separate in FY2023 budget
4. Review staffing needs - FY2023
5. Include references to West End in city planning documents
6. Continue to participate in regional public transit initiatives
7. Development/adoption of comprehensive rules of procedure for Council meetings

Implementation

- Team approach to help achieve the Strategic Areas and Actions
 - ✓ Review organizational structure and revise as appropriate

- Semi-Annual Reporting on progress of Plan
- Benchmarks/Dashboards
- Annual Retreat

Input from Council

- What input do you have to the plan?
- What work still needs to be done?



ARPA Update: Community Engagement

Federal guidelines for ARPA funds state:

Treasury urges State, territorial, Tribal, and local governments to engage their constituents and communities in developing plans to use these payments, given the scale of funding and its potential to catalyze broader economic recovery and rebuilding.

ARPA Update - Engagement



- Online community engagement tool for local governments
- Survey, engagement platform and online reporting dashboards
- Unique ARPA Engagement Package
- Cost years one and three = \$13,500 each year using ARPA funds



Polco

ARPA Update: Engagement

RECOVER AND GET AHEAD OF THE ISSUES



Assess community needs



Guide spending & decision-making



Produce documentation



Engage residents around ARPA funds



Measure effectiveness of programs and initiatives



Align and track progress on strategic goals

ARPA Update - Engagement



- More general uses including communitywide survey, employee survey, business survey and other custom surveys along with the reports
- Annual cost = \$15,500





Who else uses POLCO?

ARPA Engagement Package - Loudon County is about to get a contract under way

All products - Over 600 communities nationwide, including Virginia clients such as:

Newport News

Lynchburg

Alexandria

Purcellville



How does POLCO compare?

- Cost
- Expertise
- Production without the FTE