

City Council 3 Year Priorities Quarterly Update

Priority	Start	Finish	% Complete	Champion	July 2021 Status
2021 Council Priorities	7/1/2021	12/31/2023	0%		
Where WE All Come Together	7/1/2021	12/31/2023	0%		
Priority #1: Create a Diversity, Equity and Inclusion Office	7/1/2021	7/1/2022	0%	DEI Officer	Recruitment underway
Priority #2: Continue telling a more complete history of our diverse community, including the history and contributions of African Americans	7/1/2021	12/31/2023	0%	DEI Officer	Collaboration with FAM, MOU underway
Employment Epicenter	7/1/2021	12/31/2023	0%		
Priority #3: Make business attraction the focus of economic development and bring family-sustaining careers to the City, focusing on integration with regional, statewide and global economies and industry clusters	7/1/2021	12/31/2023	0%	Bill Freehling	<ul style="list-style-type: none"> • Sales tax revenue has already recovered to pre-COVID levels; the other categories still need work • The Liberty Place and William Square projects are either completed or in full swing • Regular meetings occur on development concepts for the City's large remaining development sites • The Planning Department is working on its move to the Executive Plaza, which will enable progress toward the one-stop permitting center • Preliminary conversations have occurred about starting the process to update the strategic economic development plan • A marketing video is planned to promote the Creative Maker Districts, and several businesses have already been recruited there
Priority #4: Complete Three Area Plans #10 South Lafayette/Route 1; #8 Mayfield; and #5 University/Central Route 1	7/1/2021	12/31/2023	0%	Chuck Johnston	Small Area Plans have been completed for Areas 3 (Plank Rd), 6 (N. Pr Anne/ N. Rt 1) and 7 (Downtown). Work is underway on Area 1 (Central Park/Celebrate).

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Priority #5: Manage parking supply through strategies that optimize supply over time and consider the impact of future development, changes in transportation habits/multi-modal transportation, and the use of technologies (i.e. parking apps)	7/1/2021	10/1/2022	0%	Jamie Jackson	City staff is currently working with the Parking Advisory committee to identify and develop strategies for parking downtown. This includes goals set for October 2021 to establish some guidance for identified parking matters of the committee and their impact on Downtown businesses.
Priority #6: Create a top tier tourism effort	7/1/2021	12/31/2023	0%	Bill Freehling	<ul style="list-style-type: none"> • Applications closed for the Assistant Director for Tourism position on June 18 • Applications were evaluated by a City hiring committee • The chosen applicant should be named soon • The City Manager and EDT director have spoken extensively about the possibility of selling the existing Visitor Center and relocating it. A conversation will be brought to City Council later this year. • The existing Visitor Center is being prepared to re-open fully (auditorium and courtyard opening) • Staff continues to work with Meridian Group on marketing videos and improvements to VisitFred.com • Summer Restaurant Week is set for July 23-August 1 • Lodging tax revenue has started to recover • The FredNats have had ample sellouts and are planning a fall concert series
Priority #7: Engage in efforts to have the business community reflect the diversity of Fredericksburg	7/1/2021	12/31/2023	0%	Bill Freehling	<ul style="list-style-type: none"> • FXBG Diverse City has been ongoing over the past several months on EDT's social media pages • The EDA recently sponsored the Peace in Da Paint event and plans outreach to participants • EDT staff are always on the lookout for promotional efforts that better communicate our community's diversity
Building Community through Cultural Vibrancy	7/1/2021	12/31/2023	0%		

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Priority #8: Support UMW's Performing Arts Center Initiative - Promote diverse event programming	10/1/2021	6/30/2023	0%	Tim Baroody	State funding awarded in FY22
NEW Priority #9: Complete the Parks Strategic Plan and begin implementation	7/1/2021	12/31/2023	0%	New Parks Director	Draft Strategic Plan nearly complete
Learning is a Way of Life	7/1/2021	12/31/2023	0%		
Priority #10: Jointly develop with School Board a school capacity plan, and begin implementation	7/1/2021	12/31/2023	0%	Mark Whitley	The ECE Task Force has recommended the construction of a new school, and the City Council passed a resolution and provided \$1m to the FCPS to begin project planning. The City Council also set a target of \$6m total savings to help lower the future debt issuance that will be necessary for this project. FCPS is working on PPEA procurement
Priority #11: Facilitate collaborative work with partners to address existing and future workforce needs	7/1/2021	12/31/2023	0%	Mark Whitley	The City Council /School Board task force continues to meet and discuss this issue along with others. The planning for the new school facility should also take this into account.
Priority #12: Continue efforts to develop plan to meet community needs through School/City shared services. Ensure inclusion of school facilities used for recreation in shared services inventory.	7/1/2021	6/30/2023	0%	Mark Whitley	The City Council and the School Board are working on a joint energy savings / facility improvements contract using the Commonwealth of Virginia DMME templates. The new school should also proceed with an evaluation of potential shared uses, as governed by School Board needs as well. The City Council and School Board also worked with the EDA on land acquisition for a new school bus maintenance facility.
Distinct and Linked Neighborhoods	7/1/2021	12/31/2023	0%		
Priority #13: Working with neighborhoods, advance multimodal connectivity across the City	7/1/2021	12/31/2023	0%	Jamie Jackson	Fredericksburg Regional Transit is currently in the process of the development of its 2022-2032 Strategic Plan. This will identify connectivity needs for the regional and will include outreach efforts to neighborhoods, businesses, and organizations. It will also look at methods of connectivity among modes in the Region. The Transportation Division of the City is currently in progress of solicitation for multiple transportation projects. This includes the Twin Lake-kensington Bike/Ped Connector, Riverside Manor Connector, Virginia Central Railway Trail Bridge, Downtown Pedestrian Improvements, and other related projects to improve connections, access, and promoting transportation alternatives in the City.
Priority #14: Implement the Neighborhood Enhancement Program to support neighborhood improvements	7/1/2021	12/31/2023	0%	Diane Beyer	Funding included in FY22 CIP. \$50K. List of recipients for FY22 includes Braehead Woods, Peacepipe Lane.

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NEW Priority #15: Address CSX tanker storage	7/1/2021	12/31/2023	0%	Jamie Jackson	Monthly newsletter updates to the City from CSX. Staff is working with CSX on opportunities engage the Mayfield Community. This includes the key steps of information gathering and sharing with the community. The City is in the planning process with the community to establish a community meeting(s) on CSX topics of interest and opportunities for improving the relationship between the business and neighborhood.
Priority #16: Identify challenges to neighborhood livability and quality of life throughout the City then research, develop, and adopt amendments to the UDO, City policies, or the general City Code to respond to those challenges	7/1/2021	6/30/2022	0%	Chuck Johnston	Multiple UDO amendments have been processed to create a Formed Based Code for higher quality redevelopment in Area 3 (Plank Rd), a Creative Maker District in Area 6 (N. Pr Anne/N. Rt 1), and to allow redevelopment of residential spaces and more infill development in Downtown.
Cutting Edge Transportation Solutions	7/1/2021	6/30/2023	0%		
Priority #17: Develop plans within City departments that promote multimodal transit and transportation options and will facilitate transit oriented development within the City	7/1/2021	6/30/2023	0%	Jamie Jackson	Fredericksburg Regional Transit is currently in the process of the development of its 2022-2032 Strategic Plan. This is a requirement of the Department of Rail and Public Transportation and will serve as the guiding planning document for the transit system for the next 10 years. This will be released for solicitation in August 2021.
Priority #18: Complete gateway improvement study	1/1/2022	12/31/2022	0%	Tim Baroody	A new city brand has been developed that can now be applied at key intersections.
A Proven Leader in Historic Preservation	7/1/2021	12/31/2023	0%		
Priority #19: Continue to build a community that capitalizes on its greatest historic assets and embraces its physical and cultural diversity and diverse perspectives on the past.	7/1/2021	12/31/2022	0%	Kate Schwartz	This Priority, as previously established, is complete with the adaptation of a new Chapter 8, Historic Preservation, in the Comprehensive Plan and new design guidelines. In addition to previously adopted code changes.
Priority #20: Determine what to do with historic City properties (Renwick, Lodge)	7/1/2021	12/31/2023	0%	Tim Baroody	Work continues with Washington Heritage Museums

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Priority #21: Enhance incentives and non-regulatory tools for preservation	1/1/2022	12/31/2023	0%	Tim Baroody Kate Schwartz	Procedural changes were made to simplify the review process for minor changes in the district like signs and fences. However, this Priority will be continued with a greater emphasis on studying financial incentives.
Green, Clean Environment	7/1/2021	12/31/2023	0%		
Priority #22: Move toward our vision of 100% renewable energy for City facilities	7/1/2021	12/31/2023	0%	Diane Beyer	New Priority
Priority #23: Expand conservation and sustainability efforts	7/1/2021	12/30/2023	0%	Tyler Gelles, Scott Rae	Discussions continue with Rboard regarding markets. Offsite recycling of brush/wood continues. This is part of the ZERO WASTE tree program.
Priority #24: Improve environmental sustainability of public facilities	7/1/2021	12/31/2023	0%	Mark Whitley	The City Council and the School Board are working on a joint energy savings / facility improvements contract using the Commonwealth of Virginia DMME templates. The new school should also proceed with an evaluation of potential shared uses, as governed by School Board needs as well. The City Council also purchased, with the help of FCPS and the EDA, land next to the City Shop for a new bus maintenance facility, which will provide an opportunity for new green school bus technology in the future.
Priority #25: Continue to develop stormwater programs and initiate projects Citywide to meet MS4 goals and mitigate flooding	7/1/2021	12/30/2023	0%	Diane Beyer	
Priority #26: Monitor, maintain, and improve our canal to ensure that it is healthy and attractive	7/1/2021	6/30/2023	0%	Diane Beyer	Pruning and vegetation clearing has occurred on all three sections. Next step is to begin again with vegetation clearing/maintenance.
Public Services - The Backbone of our Community	7/1/2021	12/31/2023	0%		
Priority #27: Continue the assessment of our City's water/sewer system and determine the capital improvements necessary to improve the system	7/1/2021	6/30/2023	0%	Diane Beyer	Consolidation no longer viable option for WWTP. Addressing I&I issues through a Citywide assessment study/implementation. Current WWTP issues being assessed through Hazen contractor. Discussions occurring in preparation for WWTP RFP/PPEA solicitation of Operate/Design/Build.

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Priority #28: Reduce chronic unsheltered homelessness	7/1/2021	6/30/2023	0%	Tim Baroody	The City has and will continue to contribute, with Mary Washington Health Care, to the pilot Rapid Housing initiative. Federal COVID related funding has provided short term options for potential bigger solutions.
Priority #29: Implement new ERP Software	7/1/2021	5/1/2022	0%	Suzanne Tills	Human Resource Management has been rolled out for online paystubs, time keeping and safety tracking. The permitting/inspection, planning and code enforcement system has been started with a May 2022 Go Live planned. Tax billing & collection and business license are in process and expected to Go Live this Fall.
Priority #30: Plan and construct new fire super-station, and address other fire safety needs	7/1/2021	6/30/2023	0%	Mike Jones	Continue process of working with Manitou, Inc. to evaluate a potential site for the new fire station. This includes, basic floor plan and site plan test fit to determine if size is suitable for projected parcel. Move forward with additional A&E work on the expansion for Fire Station #1 on Princess Anne Street.
Priority #31: Pursue a strategy that ensures the FPD's continued commitment to professionalism, 21st Century policing practices, and the highest level of community trust	7/1/2021	12/31/2023	0%	Brian Layton	The Fredericksburg Police Department continues its journey to be the premier law enforcement agency in the Commonwealth. We understand that a commitment to professionalism and 21st Century policing practices by all PD employees cultivates community trust and understanding.
NEW Priority #32: Employee Attraction, Development and Retention	7/1/2021	12/1/2022	0%	Lesley Moore	Funding has been approved for a Compensation Study in FY22. RFP is in draft for a expected July release.