

2012/2013 Initiatives Update

Period Ending June 30, 2013

A Healthy Community		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a plan to increase the exposure of the CC Cares subscription program. A plan will be in place by December 31, 2012. This date is important as the subscription program enrollment period is May through June annually. The implementation portion of the plan will have deadlines in place so that the work will be carried out in time to meet the enrollment period.	Complete	The plan has been developed and provided to the city manager. Those components that are able to be implemented are being worked on. Other changes must take place with our internet presence and on-line payment processes developed for all components of the plan to be fully implemented.
Begin discussions with other social service agencies regarding co-location and the creation of a one-stop shop atmosphere for families in need of support services. Begin exploring funding opportunities for the project.	Complete	This item is shelved at this time. We need to look at alternate methods to link social service agencies to be more efficient. With a new HS Program Manager in place since late August, this should be looked at in the next few months.

A Vibrant, Diverse and Sustainable Economy

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Facilitate development of revised objectives for RDA #2 from the newly created RACC.	100% complete	An amended Redevelopment Area #2 Plan was adopted by the Redevelopment Authority and Board of Supervisors after two public hearings with the Redevelopment Authority Citizens Committee and two public hearings with the RDA/BOS. Property owner notification was sent out for both the RACC and RDA/BOS meetings. The amended Plan includes additional strategies for addressing future redevelopment efforts within Redevelopment Area #2.
Adopt specific design standards for commercial development and public-use development within the V&T Specific Plan Area to protect the scenic quality of the V&T route.	10%	<p>The Board of Supervisors indicated in 2012 that the current Master Plan goals and policies, which includes this initiative, should possibly be reevaluated. This delayed the start of the project until the completion of the 2012 Master Plan annual report. Planning staff presented this issue to the Planning Commission during the Master Plan annual report discussions in November and December 2012. The Planning Commission recommended bringing more detailed property information back to them regarding current uses and zoning of the subject properties to they can better evaluate the need to rezone the properties and create new development standards.</p> <p>In February 2013 the Board of Supervisors accepted the annual review of the Master Plan, including the recommendation to pursue this initiative with the Planning Commission. The start of this initiative has been further delayed by the loss of the Principle Planner in December 2012, leaving the Planning Division short-handed for special projects such as this. A new planner was hired in April. It is anticipated that this project will be started this summer. In the interim, staff believes current development standards are adequate to address compatibility issues with new development in the area. (Existing development in the area was constructed under older development standards.)</p>

<p>Conduct additional outreach and seek potential funding sources for a tourism related shuttle service linked with the V&T.</p>	<p>100% Complete</p>	<p>Additional outreach conducted with Downtown Business Association. While there was support of the JAC system, there was no interest in the proposed V & T related service. There has been little to no interest expressed by any groups which have been approached and no willingness to participate financially.</p>
--------------------------------------------------------------------------------------------------------------------------------------	----------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

An Active and Engaged Community

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Pursue an amended joint use agreement with the School District, Silver State School and other entities for all facilities, including the theater.	In progress 75% complete	A draft joint use agreement has been completed with the Silver State Charter School and will be reviewed by staff (including legal) of both entities. After approval it will be brought to the Parks & Recreation Commission. A block scheduling system for the Bob Boldrick Theater has been implemented with the Carson School District. This has resulted in a more efficient way to allot their time and has made more time available in the Theater for other users. In addition we have on a limited basis initiated a surcharge per ticket sold for the School Districts events/programs and productions that they charge for. This is intended to offset the costs incurred by the City for hosting these events.
Explore the development of a cooperative marketing program in conjunction with the Carson City Convention and Visitors Bureau of Carson Area Chamber of Commerce.	In progress 15% complete	Discussions were conducted with the interim CCCVB Director regarding the marketing of City facilities. A tour for private sectors promoters of City facilities was arranged by the interim Director and was attended by P&R staff. Future actions will continue with the selection of the new CCCVB Director.
Make regular requests to organizations that operate facilities that support arts and culture activities and report back on the response to the Board of Supervisors.	In progress 12% complete	Parks and Recreation Department staff is defining the initiative and focusing on organizations that operate public facilities in Carson City that host arts and cultural events and/or programs. Staff's next step is to develop a form that can be sent out to these various organizations and can be up loaded into the active strategy system on a monthly basis. The form will record the organization's door and/or program attendance counts. Staff will be contacting these organizations to verify that they will participate in the data collection request by City staff.

Excellence in Education and Lifelong Learning

Excellence in Education and Lifelong Learning		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Provide a summary report to the Board of the components of the WNC and Carson School District strategic plans and address specific links or the need for specific links with Carson City's strategic plan.	100% complete	A report was provided at the Strategic Planning workshop in February.

An Open and Accessible Government

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Plan and hold semi-annual town hall meetings.	In Progress 20%	With the hiring of a Deputy City Manager, plans are under way to hold the first Town Hall meeting at Fuji Park in August or September.
Design a citizen survey to gather priority and performance information with regard to services.	In progress 65% complete	The survey instrument has been completed. It awaits review by a focus group of citizens in order to verify that the questions were worded adequately. The Survey was put on hold until after the Chamber of Commerce completed their Dialogue 2013 public input effort. It is believed that the results of their work may provide insight into additional questions that may be included on the Carson City Survey.
Social media project	100% complete	Staff is continuing to post content.
Create a website update policy for the Carson City website.	100%	Policy is in place
Develop a position in the City that can offer assistance to all departments in communicating their information to the public.	In progress 20% complete	With the hiring of a Deputy City Manager this position has begun the process of offering assistance to the Departments and communicating to the public.
Prepare financial policies for approval by the Board of Supervisors	In progress 90% complete	These policies are complete. It is anticipated that the policies will go before the Board in August 2013.

<p>Develop an overall "customer friendly" plan that provides the feedback and training necessary to insure exceptional customer service to all customers of Carson City.</p>	<p>In progress 75% complete</p>	<p>The City contracted with Strategic HR Partners to implement a Customer Service Program. The work began a few weeks ago with direct interaction with employees through "secret shoppers". Over the course of two months, at least four different "secret shoppers" will visit each department once on varied days and at varied times. In addition to in-person contact, "secret shoppers" will also call the departments and make inquiries about the available services. A formal report will be provided to the City at the conclusion of the two month period. Upon receipt of the report, staff will review where customer service training needs exist and discuss the best way to implement the type of training program needed.</p> <p>Strategic HR Partners indicated that the goal is to have the final report provided to the City by June 11, 2013.</p>
<p>Develop a complete cascading system of scorecards (objectives and performance measures) that tie financial resources to outcomes.</p>	<p>In progress 90% complete</p>	<p>Public Works Department has begun creating program scorecards for Streets, Water, Sewer, Wastewater, and transit. Initial data has been loaded by Public Works staff.</p> <p>A process for downloading monthly financial data is being formulated. This data cannot be downloaded from the HTE system into an appropriate file type as was the case with Manpower.</p> <p>Implementation of a Business Review process is being developed at the program, department and City Manager level.</p>

An Open and Accessible Government

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
The Human Resources Department proposes that full-time employees receive service recognition. The recognition may include a sterling silver pin, or other item. Sterling silver pins were provided to employees in the past. Recognition will be given to employees who have attained 5, 10, 15, 20, 25 and 30 years of service for Carson City. Recognition may occur once each year.	Complete	Recognition began in January at the second Board meeting.
Provide opportunities for regular tours of various City Departments by the Board of Supervisors.	In progress 10% complete	A tour schedule for the year has been posted and the first tour completed: March tour of Public Works
Prepare a back ground report regarding the possibility of expanding business licensing to organizations not currently required to pay for business licenses and request policy direction from the Board before going forward.	Complete	A memo was provided to the Board by Larry Werner regarding the efficiency of pursuing such a tax. Based on the total number of non-profits in Carson City, it is estimated that the amount that could be generated by charging them an annual business license fee would be between \$20,000 - \$30,000 per year. This amount is an estimate as the fee varies based on the square footage of the business and the number of employee's per business.
Prepare a back ground report regarding the possibility of charging for emergency response and request policy direction from the Board.	100% Complete	This initiative should be considered closed. While there are third party organizations who will handle billing of this sort, we lack specific statutory authority to develop this kind of fee based structure.