

De Soto Strategic Planning Workshop

City Council and City Administrator

March 4, 2017

Overview

The purpose of this session is to review the data collected from the community of De Soto in regards to their ideas on the strategic direction of the City and develop a Strategic Plan for the next three to four years.

Using the data, key initiatives, key performance areas and action steps were developed. This workshop information will be taken back to the City for finalization, communication to the community and for consideration in implementation.

NOTE: Key Initiatives (3-5), Key Performance Areas (3-5) and Action Steps (3-5) are listed. General timeframes are noted and a contact person(s) (guardian of the issue) is given.

Strategic Plan –4 Year Plan

Infrastructure – Mike, Danny, Rick

Resources: City Administrator/ Engineer, outside Consultants, Mayor and Council, Contractors (utility)

- 1. Broadband/Internet – 4th Q 2018**
 - a. Expand service to cover all of City
 - b. All new development must include broadband service
 - i. Reactivate communications with Spectrum/AT&T/others
 - ii. Contact legislators for assistance with franchise regulations
 - iii. Pursue benefit district option for “last mile”
 - iv. Continue work with sub committee
- 2. Sidewalks and Trails – 4th Q 2019**
 - a. Complete streets (bike lane)
 - b. Connect parks with paved path
 - c. Repair broken sidewalks
 - d. Expand system
 - i. Initiate trail and sidewalk master plan fund with MARC grant
 - ii. Continue sidewalk repair program
 - iii. Contact trail links identified in master plan
- 3. Utility Expansion – 2nd Q 2018**
 - a. Expand water service area (West)

- b. Service territory agreement with RWD #7 and other areas – 3rd Q 2017
 - c. Expand sewer service area; 95th and Sunflower Road
 - i. Extend water main (West) from Clearview City to County line
 - ii. Extend sewer under K-10 along 95th
 - iii. Secure control/use of sewer in Sunflower Road easement
- 4. Downtown Revitalization – 3rd Q 2020**
- a. Promote restaurant/retail uses
 - b. Improve look of buildings/sidewalk/ADA
 - c. Present owners with new vision and opportunities
 - i. One on one meetings with property owners
 - ii. Update downtown plan
 - iii. Enact policies to promote investment
 - iv. Buy properties and offer for redevelopment
- 5. Emergency Preparedness Plan**
- a. Develop plan
- 6. Disaster Recovery Plan**
- a. Develop plan

NOTE:

- Future development includes expansion of utilities, broadband, etc.
- PSP grant for update of downtown plan

Image – Kevin, Lori, Mike

Resources – Staff (street department), Consultants (web, marketing, video (signage), Spectrum, School District, KDOT, SRL, Civic Organizations, EDC, Chamber of Commerce, Habitat for Humanity, Johnson County Environmental

- 1. Branding – 1st Q 2019**
- a. Develop slogan
 - i. Hire consultant
 - b. Community signage
 - i. K-10 highway sign
 - ii. Other entrances
- 2. Communication – 3rd Q 2018**
- a. Website
 - i. Consultant to design
 - ii. Content – work with schools – intern
 - iii. Community Calendar
 - b. Print
 - i. City Hall newsletter

- ii. Community magazine
 - c. Electronic signage
 - d. Outreach meetings
 - i. City locations (Harps)
 - ii. Organizations (Rotary)
 - e. TV/Radio
 - f. Social media
 - g. Assessment of community efforts yearly
- 3. Marketing – 1st Q 2018**
 - a. Advertise city
 - i. Promotional video
 - ii. Paid on-line (Facebook)
 - iii. Marketing firm
 - b. Coordination with Chamber and EDC
 - i. Policy support of road map
 - c. Promote recreational and economic opportunities
 - i. Welcome packet
- 4. Codes/Beautification – 2nd Q 2018**
 - a. Increase enforcement
 - i. Community support for staff activities
 - ii. Identify groups to help with cleanup efforts
 - iii. Internal policy awareness - consensus
 - b. Identify beautification efforts
 - i. Entrance signage
 - ii. Work with KDOT on moving
 - c. Community cleanup events
 - i. Hazmat
 - ii. Brush
 - iii. Shredding, etc.

Expansion – Mike, Ron, Rick – 4th Q 2021

Resources – Staff (legal, administrative, engineering), EDC, Consultants (engineering, finance, planning/comprehensive plan), SRL ownership, Johnson County BOCC

1. Increase population
2. Increase job opportunities
 - a. Retain/expand existing business
 - b. Attract new industry
 - c. Stabilize utility rates by adding users
 - d. Promote residential development
 - i. Update land use plan – 2nd Q 2018
 - ii. Utility master plan – 2nd Q 2018
 - iii. Identify areas for higher density housing – 2nd Q 2018
 - iv. Annexation – as needed – 4th Q 2017
 1. Sunflower
 - v. Expand utility service plan – 4th Q 2017

Amenities – Lori, Rick, Kevin, Ron

Resources – Staff, JCCC, JCPR, JC Library, Park Board, Consultants (Master Plan, Facility) Friends of the KAW, Recreational Clubs or Groups, Johnson County, Kill Creek Assoc., Local Business/Chamber

1. Park and Recreation – 4th Q 2020
 - a. Trails connected
 - b. Expand soccer fields
 - c. Programs
 - i. Pre-school
 - ii. Seniors
 - iii. Youth – expand community center availability, summer, holidays
 - iv. Adult
 - v. Facilities – Community Center Use Plan
 - vi. Current parks
 1. Equipment
 2. ADA
 3. Upgrades
 4. Create RV park
 5. ATV/Motor Cross
2. Entertainment – 2nd Q 2019
 - a. Outside theater
 - b. Concerts
 - c. Community/regional events
 - i. Park Board reorganized
 - ii. Master Park and Recreation Plan

- 3. Education – 4th Q 2019**
 - a. Computer room**
 - i. Usage**
 - ii. Education linked with school district**
 - b. Programs**
 - i. JCCC**
 - ii. JCPR**
 - iii. Library**
 - iv. English as second language**
 - c. Bus stop**
- 4. Retail – 2nd Q 2020**
 - a. Restaurants**
 - b. Laundry**
 - c. Survey needs**
 - d. Incorporate into current businesses**
- 5. Farmers Market – 4th Q 2017**
 - a. City ownership**
- 6. Promote support of what we have – 4th Q 2017**
 - a. Golf course**
 - i. Use for City events**
 - ii. Golf Tournament**
 - b. Feed and grain**
 - c. Fitness**
 - i. Reorganize park board**
 - ii. Update park master plan**
 - iii. Survey needs**
- 7. Healthcare**
 - a. Needs assessment**

Mission

This is a draft Mission Statement using the ideas generated from the work group. This may be reviewed and/or revised as necessary.

Option 1

The City of De Soto is a small town with big adventure by providing lifelong opportunities to the citizens. De Soto is a proud community where the community is engaged, there is responsible growth and Government is accountable and works to the best interest of the citizens.

Option 2

The City of De Soto is a small town with big adventure providing lifelong opportunities to its residents. Civic pride and lifestyle quality are hallmarks of our growing and welcoming city where the community is engaged, there is responsible growth, and Government is responsive, accountable, and works in the best interest of the people.

Next Steps

- Obtain input from staff
- Formalize into strategic plan (phases, deadlines, scope, purpose)
- Review City policies
- Feedback to the community
- Review with Council ideas, assess and calibrate