

# MARSHALLTOWN

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## City Administrator's Office

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To: Mayor Greer and the City Council  
From: Jessica Kinser, City Administrator  
Date: October 6, 2022  
RE: Q3 Strategic Plan Update

This will be the last Strategic Plan update before the City Council has a work session for discussion of the plan for the coming years on November 1<sup>st</sup>. There are a number of deadlines that we have missed but where the work is still in progress.

One additional task has been added to the "red" list, which joins the two ARPA items in Strategy 1. The LOST ballot question is not on the November 2022 ballot, as discussions in the State Legislature regarding LOST put this on hold for a majority of the year. Though legislation did not pass to move LOST from being locally imposed to statewide, there is a strong likelihood this will be considered again in 2023 with more of the details worked out to lead to passage.

The third quarter has seen a number of positive actions occur:

- Urban Renewal Area 7 – Highway 14 Corridor adopted; Karl TIF agreement nearly complete
- Creekside Drive is substantially complete and ready for development
- Franchise fee discussion took place
- RFP for Automated Traffic Enforcement was issued and will be awarded in Q4
- Completion of Elks Park and the Pickleball Pocket Park
- Continued installation of wayfinding signage
- Started the National Community Survey
- Started the Citizens Fire Academy

There will be many items that we will have completed by the end of the calendar year, but there will be others that will be re-evaluated by staff to carry over into 2023 and beyond. Those carry-over actions will be presented as part of the November 1<sup>st</sup> Council Strategic Planning session.

### City Council

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Jeff Schneider, Gary Thompson, Dex Walker

