

# MARSHALLTOWN

— I O W A —

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**TO:** Mayor and City Council  
**FROM:** Joe Gaa, City Administrator  
**DATE:** October 5, 2023  
**RE:** Discussion Item- ATE Revenues

## Strategic Plan:

- Strategy 1: Expand and improve development in the community.
- Strategy 2: Enhance Marshalltown's public image.
- Strategy 3: Continually improve and sustain the City's infrastructure, organization, and services.
- Strategy 4: Partner with citizens, for-profit, non-profit, and others to improve quality of life.

**Recommendation:** Staff is looking for Council direction as to proposed usage of revenue from automated traffic enforcement (ATE).

**Budget Impact:** While the long-term impact is not yet known, using current revenues, an annual amount of \$500,000 is not unrealistic.

**Description/Background:** In June of 2023 the City installed two stationary "speed cameras". To date, the two cameras have generated over \$250k in revenues. While the overall goal was to slow traffic to safe levels, it is hard to overlook the revenue. I have been asked about how the revenues should, or could, be used. There are two possible ways. 1) let it go into general fund for unobligated use, or 2) designate the ATE funds for Council approved uses.

As an example of possible designated uses, simply for discussion purposes, I propose we look at ways to enhance the revenues while also improving quality of life amenities in an effort to continue to make Marshalltown a great place to live, work, and play. Such as:

1. Up to 25% (not to exceed \$125,000 annually) shall be used for Police Department technology and crime prevention initiatives.
2. Up to 25% (not to exceed \$125,000 annually) shall be used for the implementation of the Arts and Culture Master Plan.
3. Up to 50% (not to exceed \$250,000 annually) shall be used for community beautification projects such as park improvements, maintenance of City entrance points/thoroughfares, and nuisance enforcement.

I would recommend that any specific uses come before the Council for approval and any revenues exceeding set limits could not be utilized without Council approval.

This item has been placed on the October 9<sup>th</sup> agenda. There is no specific timeline on this item.

## CITY COUNCIL

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Greg Nichols, Jeff Schneider, Gary Thompson

