

### STRATEGIC LEADERSHIP PLAN FY2020-FY2021

Six Month Update

**Strategic Focus Area: Engage** 

Goal #1: Improve citizen engagement, and awareness of city operations.

- 1.1 Review public engagement strategies and recommend new ways to engage the community to receive constructive feedback and encourage meaningful conversations (to include boards and commissions).
  - 1.1.a Evaluate the City's website, including ADA compatibility, and update where necessary.

**ON SCHEDULE.** Staff evaluated the website to meet WCAG2.1 standards, which is above the current ADA requirements. In consultation with Jill Adams, the ADA Coordinator, staff believes the majority of issues are with PDF documents. Judy is developing standards for how long documents will remain on the website so that older documents can be deleted. When all City computers are upgraded to Windows 10, those who create documents for the website will be required to submit ADA-compliant PDFs.

1.1.b Research online tools and select one that will enhance the City's ability to engage with the public and receive measurable feedback.

**ON SCHEDULE.** Staff evaluated multiple options for online civic engagement software that will allow the City to post public-facing projects and ideas and

receive public input in the form of comments, surveys, and votes. Unlimited projects could be posted, and City staff and council assigned to specific items to "keep them in the loop." The possibility also exists to utilize a platform for Commission, Committee, and Board communications, and public comment items.

After completing its evaluation and analysis, the platform Bang the Table was selected, and staff are in the process of setting it up. A few setbacks were encountered in getting this done and rolled out due to the pandemic situation, but progress will be made over the next few months.

### 1.2 Encourage citizen participation in 2020 census through the complete count committee.

**ON SCHEDULE.** There are three phases in the implementation timeline for the 2020 Census. The first is the Awareness Phase which ranged from spring 2019 to December 2019. During this phase, the Outreach Plan was developed, regional efforts were shared and communicated via the Cochise County Complete Count Committee, and key community stakeholders were engaged to plan Census outreach and conduct early efforts. The second phase is the Motivation Phase, which ranges from January 2020 to April 2020.

In the Motivation Phase Census flyers and FAQ sheets were distributed to dozens of businesses and organizations in town to include apartments, churches, and non-profit organizations. The City also provided computer kiosks at the Transit Center, Ethel H. Berger Center, and provided links to the Census survey at the existing library computers to enable those without access to computers to complete the surveys. The Census was advertised on the City buses, via City-wide posters, and on the Windemere Hotel digital sign. In addition, key community leaders and organizations were engaged to help promote the importance of completing the Census forms in the lower response areas and throughout the community. The City of Sierra Vista also supported Cochise County by providing video production and graphic design assistance to promote the Census both within our community and throughout the county.

The COVID-19 social distancing guidelines required the City to cancel community events and eliminate further social gatherings that would have been used as avenues to promote the Census. As a result, a greater emphasis has been placed on digital promotions in March and April, encouraging residents to fill out their Census survey at home. The Reminder Phase from May to July will consist of digital promotions targeting areas of low response based on the most current Census data. Additional targeted in-person promotions may be conducted as well, depending on the social distancing measures in place at that time. As of April 9, the City of Sierra Vista has the highest self-response rate of any community in Cochise County at 49.6%, which also exceeds the state's average of 43.7%

#### Goal #2: Increase engagements with target markets by 100%.

## 2.1 Analyze how information is shared with community partners and identify ways to improve, if needed.

**ON SCHEDULE.** In addition to the subscription to the Bang the Table community engagement platform, staff continue to work on getting the podcast studio set up. Unfortunately, some final equipment needed was considered "non-essential" by the shipper so shipment has been delayed. Additionally, a necessary software is under evaluation by IT. Once this is done and software installed, staff expects to begin using the podcast to aid in communications especially as we emerge from the "stay at home" situation.

#### 2.2 Develop and implement a community-wide social media feedback strategy.

**ON SCHEDULE.** In addition to the Bang the Table platform described in initiative 1.1b, staff have also set up a Tourism Partners folder on the city's document server, where information specific to the tourism industry is placed. The location was promoted to the Tourism Commission and at the Partners Meeting held November 7, 2019. Other ways to improve communications with Tourism Partners specifically is in development and may include an eNewsletter to this industry.

### 2.3 Evaluate and rebalance marketing strategies to better target prioritized markets.

**ON SCHEDULE.** Last fall, staff contracted with Uber Media through the Arizona Office of Tourism rural cooperative program for a report that will provide data about visitor destinations in and around Sierra Vista, along with their originating location. The report was received in Spring 2020, and staff are evaluating the data. Another report will be requested next fiscal year through the cooperative program so the data can be compared.

The Marketing & Communications division FY21 budget submission was based on a revised marketing strategy developed with input from Economic Development and Leisure and Library Services. In FY21, marketing efforts for these departments, plus tourism efforts, will be coordinated through the Marketing & Communications division, which will create a stronger presence in the target markets. This strategy may be revised based depending on the precarious revenue situation.

# Goal #3: Record 1,000 positive mentions across social media platforms by the end of 2020.

#### 3.1 Identify and roll out an events hashtag.

**ON HOLD.** Leisure was working with staff and the Communications and Marketing Team on developing hashtags for both the wine, beer, and spirits festival and Summit Challenge events in May. With the events now postponed, staff will reevaluate ways to introduce an events hashtag in the future.

#### 3.2 Enhance parks and recreation social media presence.

**ON SCHEDULE.** Leisure Services hired a full time Digital Media Specialist for the department as part of a recent departmental reorganization. That person will be responsible for creating and maintaining social media platforms for recreational activities and ensuring that the department's website content stays current by working closely with the Marketing & Communications division.

The Marketing & Communications division is working with the Leisure digital media specialist to bring him up to speed to begin providing content.

#### 3.3 Offer more opportunities for social media engagement.

**ON SCHEDULE.** Staff evaluated additional opportunities for social media engagement and determined expansion for Leisure & Library Services was needed. A position was reevaluated on the Leisure side and a digital media specialist hired to establish and maintain the department's social media presence. He is currently working with the PAO and designing content with plans to launch after services are re-opened to the public after the COVID-19 social distancing requirements are lifted.

At the Library PAO is working with the Library's assigned social media provider to include digital story times and other content.

The Bang the Table platform will also help with this initiative, and podcasts as a way to better communicate with the public.

### **Strategic Focus Area: Enhance**

# Goal #4: Explore and implement methods to improve the efficiency and effectiveness of public safety.

#### 4.1 Reduce response times to emergency incidents by 25%.

**ON SCHEDULE.** Staff determined the best way to reduce response times was to build a new EMS substation in a location to best reach underserved areas of town, and identified the best location as the corner of Buffalo Soldier Trail and 7<sup>th</sup> Street across from Tompkins Park in the last strategic plan.

The land was granted to the City in 1972 by the Bureau of Land Management through a Recreation & Public Purposes land patent for use as a public park. BLM reviewed the proposed new purpose of the land, and preliminarily determined the proposal is feasible since the proposed use is still in the interest of public benefit, and the land will continue to be owned and operated by the City. Criteria was outlined and shared with the City to make a formal request to BLM for a change in use of the property. Staff spent the past six months working on the site plan for the substation and the rest of the requested documents, which will be submitted in spring 2020.

### 4.2 Work with SEACOM to develop a plan to implement Emergency Medical Dispatching.

**ON HOLD.** Staff evaluated platforms and selected ProQA Emergency Medical Dispatching to propose to the SEACOM board. The board approved the proposal, and staff began work on its implementation in Fall 2019. Unfortunately, a planned EMD stakeholders meeting and the kick-off has been postponed due to the COVID-19 pandemic. A new timeline for implementation will be put in place at later date.

### 4.3 Develop and implement a strategy to test for police officer candidacy at military bases with credit for veterans and experienced lateral hires.

**ON HOLD.** The police department and HR has successfully developed its strategy for testing and acceptance of military service. In November 2019 the city posted two new recruitments for police officer positions, recruit police officer and lateral police officer. The biggest change under the recruit police officer posting is the city will now accept the Joint Services Transcript and transcripts from the Community College of the Air Force as college credit. Service members receive this transcript for completion of training while in the military. Previously service members would need to have these training credits transferred to an accredited college or university to be eligible to apply. Acceptance of these transcripts makes it easier for service members to apply. In addition, the lateral officer job posting now allows for a waiver of the college education requirement for certified officers that have 1.5 years or more of experience.

However, recruitment trips are currently on hold. The department planned recruiting and testing trips to El Paso and Killeen, TX in April/May 2020 which have been postponed due to the pandemic. Arrangements will be made to test at community colleges in both areas in the future and includes recruitment efforts at Fort Bliss and Fort Hood.

Goal #5: Improve the form, function, and character of streetscapes and public spaces by implementing a minimum of 2 projects per year.

## 5.1 Implement Phase 1 of the Fry Boulevard and N. Garden Avenue streetscape improvement project.

**ON HOLD.** The first and second round of public meetings were very well attended with more than 100 people in attendance for each group of meetings. After the first public meetings, staff and the consultant consolidated comments to incorporated them into two separate concepts, termed "Parkway" and "Boardwalk". At the second public meetings, attendees were asked to vote between the Parkway and Boardwalk concepts. Although the Boardwalk concept with its on-street parking was the winner, many attendees were also attracted to the enhanced landscaping and water harvesting which were part of the Parkway concept. To strike a balance, the consultant has created a final concept based largely off the Boardwalk plan but also including additional opportunities for landscaping and water harvesting. The final concept plan along with the original Boardwalk and Parkway concepts are tentatively scheduled for the first Council meeting in May, and are in the electronic Reading Room for Council review. Given the COVID-19 pandemic, staff has requested and tentatively received a sixmonth extension to the design timeline from ADOT. Depending when a final design can be selected, design is now scheduled to complete in spring or summer of 2021.

#### 5.2 Identify funding to expand multi-use paths throughout the city.

**ON SCHEDULE.** Staff continues to search for new funding opportunities for multiuse paths since the previous method of federal funding was eliminated a few years ago. Unfortunately, opportunities tend to be limited with a combination of low awards and high match amounts. Although staff experimented with alternate surfaces which are cheaper to construct, the results haven't met citizen expectations along roadways and are the source of frequent complaints. One possible strategy would be to shift focus from roadways to more natural areas, such as the Garden Canyon Linear Park, where a lesser pathway surface is likely to be more acceptable to users. Expectations are different in those areas, and funding opportunities for park improvements are also available. Staff continues to explore grant funding opportunities, as they become available. Funding for improvements adjacent to major roadways may be available through the SVMPO, depending on other funding priorities.

#### 5.3 Prioritize CDBG funding to streetlights, sidewalks, and ADA improvements.

**ON SCHEDULE.** On June 13, 2019, the City Council approved the City of Sierra Vista Five-Year Consolidated Plan (2019-2023) which details how the City plans to invest its annual Community Development Block Grant funding allocation over the next five years. The adopted plan earmarks two-thirds of expected revenues (\$719,000) during this timeframe towards implementing Goal 1: Public Infrastructure/Facility improvements.

The first year Annual Action Plan provides \$46,174 for needed ADA sidewalk ramps and sidewalks at various locations around the City. Additionally, a portion of the \$175,000 allocated for improvements to Solider Creek Park will be spent on constructing an ADA compliant walkway from the sidewalk adjoining Taylor Avenue to the perimeter pathway at the base of the park.

The City Council tentatively programmed second year CDBG funding towards improving Eddie Cyr Center Park on the former Public Works Yard property at 1224 North Avenue. This project will complete the missing segment of the trail system running between Solider Creek Park and Eddie Cyr Center Park.

5.4 Identify funding, and design the Avenida Escuela extension bridge.

**ON SCHEDULE.** The surveying work for the project is completed. The hydrology study is currently in progress, which staff expects the results to show that a smaller culvert is needed for the bridge which will lead to significant cost savings. The hydrology work is expected to take about a year due to required coordination with FEMA to reflect the new flood mapping which would result in a smaller culvert. Staff is working to determine the appropriate contact at Walmart to notify of the impending project; they are obligated to pay for half of the bridge.

5.5 Renegotiate the Tribute-specific master plan to reflect new needs and priorities since the original development of the plan.

**ON SCHEDULE.** Staff formed a team to review the master plan and develop recommendations to better reflect current and future needs and priorities. A preliminary scoping meeting was held with Castle and Cooke representatives in December 2019 to discuss potential amendments to the Special Area Plan. Further discussions are scheduled to take place over the summer to finalize the amendment proposal for Mayor and Council consideration later this year.

5.6 Develop a comprehensive Parks master plan.

**ON SCHEDULE.** Community Development and Leisure & Library staff met to analyze needs and goals in early 2020. A plan was developed, and the Parks & Recreation Commission briefed. Community Development is compiling information to establish an initial draft. Once the draft is finished, public input will be sought with the assistance of the commission. After the initial draft is reviewed and compiled, it will be presented to the Mayor and Council for consideration in Spring 2021.

5.7 Explore ways to work with the Sierra Vista Unified School District to cooperatively use assets to the benefit of the public.

**ON HOLD.** Successful discussions were held with the SVUSD superintendent over the past six months regarding a potential land purchase and expanded

community use of the Village Meadows school property. A presentation to the SVUSD Governing Board was scheduled for March 24, but was postponed until public meetings can be held again.

#### 5.8 Develop a plan to replace the Oscar Yrun Community Center.

**ON SCHEDULE.** Staff is drafting a concept memo for consideration of alternatives for replacement of the OYCC. Once that is finished, staff and management will meet to review and determine a path forward.

# Goal #6: Revitalize the West End by reducing the current commercial vacancy rate by 50% over the next 5 years.

### 6.1 Continue to provide incentives for West End redevelopment through the West SV Partnership Program.

**ON SCHEDULE.** The West Sierra Vista Partnership Program is designed to leverage private sector reinvestment in the West Sierra Vista Redevelopment Area by providing financial assistance to property owners and their tenants in making needed renovations to buildings and their sites to make them more functional and attractive. Staff continues to aggressively market the program to existing and prospective businesses to strengthen the district. Continued success depends upon sustaining the program until the vacancy rate is brought down to a healthy rate in combination with other revitalization initiatives.

Julie & Sammy's 33 Flavors, located at 268 West Fry Boulevard, was awarded a \$7,559 grant for tenant improvements. The project involved paint, window replacement, lighting, interior renovations, signage, and landscape features.

143 Street Tacos, which started out as a food truck operation, is in the process of renovating a longstanding 4,600 square foot vacant building at 80 South Carmichael Avenue into a 100-seat restaurant business. A grant was approved in the amount of \$21,462.79 towards the approximate \$300,000 renovation cost.

Canyon Depot Properties was awarded a \$7,500 grant for ADA accessibility improvements and interior renovations to create new office space at 160 N. Canyon Drive. Work is underway.

Staff is in the process of renegotiating the grant previously approved for 332 North Garden Avenue (former Daisy Mae's) as the original prospective restaurant tenant has opted not to proceed and the owner is finalizing negotiations with a new tenant. The owner has engaged a design professional to develop a new plan for the site.

## 6.2 Evaluate solutions to create a space for small business incubation on the West End, and implement where feasible.

**ON HOLD.** This initiative is on hold as the original intent was to create a Sonoran Mercado on the West End to bring Mexican businesses to the local economy. This was especially important as a large portion of the soldiers and family members of Fort Huachuca could not travel to Mexico. A private venture has taken the concept and is implementing a new business in the Mall of Sierra Vista. The SBDC, AREDF, and Hispanic Chamber have been working to educate and attract Mexican business owners with import/export rules and policies. The concept in the mall includes several different Mexican businesses to provide authentic products to the local market and the mall management has been very supportive. The estimated opening has shifted to the right as the owner works through the challenges of cross border trade, but the effort looks promising especially in a mall struggling with occupancy. Staff will continue to monitor the development of the project and assess needs if necessary.

#### 6.3 Evaluate the feasibility of designating a West End entertainment district.

**COMPLETED.** On February 27, 2020, the Mayor and City Council passed Resolution 2020-015 establishing the West End Entertainment District with the full support of the West End Commission. The boundary covers just over one-quarter of a square mile of commercially zoned property in the West End, north and south of Fry Boulevard, west of 7th Street, and along both sides of North Garden Avenue. The City Clerk will administer the approval process using a waiver application form that is now available.

### 6.4 Explore the potential for regional storm water basins to serve the West End and reduce flooding.

**ON SCHEDULE.** The commercial areas in the West End were largely developed prior to the establishment of development codes which has resulted in impractical lots created with poor drainage. Staff will explore the feasibility of constructing regional storm water basins on strategically located public sites rather than mandating costly individual detention facilities that constrict the redevelopment potential of a site.

Engineering Staff will include this analysis in a larger scope of services being written for an overall update to the City's surface water master plan that is on the FY21-22 Capital Improvement Plan list to be performed in the upcoming fiscal year.

### Strategic Focus Area: Empower

Goal #7: Increase annual revenue growth 3-5% by FY22.

7.1 Advocate for Fort Huachuca mission expansion and infrastructure growth.

**ON SCHEDULE.** This ongoing effort continues through the City's partnerships particularly with the Huachuca 50 and Cochise County, and work with the groups' consultant with Steptoe in Washington, D.C. The annual trip to Washington scheduled for this spring was postponed due to the current pandemic.

7.2 Seek and expand Intergovernmental Service Agreements and partnerships to support Fort Huachuca, create revenue and economies of scale.

**ON SCHEDULE.** Two of the potential IGSAs were turned into memorandums of agreement and are moving forward under a different approach. Those agreements are for joint fire department training and animal control. Staff are still in discussion on an agreement for dispatch services and are researching a couple of options. The garrison expressed the desire to continue discussing any future options.

7.3 Create opportunities for business incubation.

**ON HOLD.** This initiative is on hold as a private venture has stood up on the West End in the Landmark Plaza to pursue a similar opportunity. Several small businesses consolidated into a single location with a focus on women-owned businesses within the plaza. With the initiative underway privately, staff will step back and seek to support where feasible.

- 7.3.a Evaluate feasibility of a virtual incubator for home-based businesses, and implement depending on analysis.
- 7.3.b Educate participants in the virtual incubator on better business practices.
- 7.4 Plan for the use of effluent as a result of the outcome of the Gila River Adjudication.

**ON SCHEDULE.** A decision has not yet been announced on the Gila River Adjudication, and it is still unknown when one may be reached. The agreement with the Bureau of Reclamation tied to the Environmental Operations Park construction expected to expire in 2021 was ended early, giving the City additional opportunities in the use of the effluent. Staff is currently working with the Cochise Conservation and Recharge Network to model possible alternatives. Further discussions are currently on hold during the public health emergency.

7.5 Look for partnership opportunities with higher education to enhance workforce development.

**ON SCHEDULE.** Economic Development staff continue to be actively engaged in this initiative with local higher education organizations. In the last week alone, staff supported Cochise College with a possible business expansion into Sierra

Vista linked the College's Virtual Reality/Augmented Reality program projected to begin in August 2020. Staff also supported Cochise College's Business Advisory Round Table on March 4, 2020, to examine the current and future business offerings in support of our local workforce. On March 5, 2020, staff met with the University of Arizona team to provide input to their degree programs and continuing educational efforts enabling workforce development.

7.6 Continue to partner with public and private agencies to implement water conservation and recharge projects to benefit the local aquifer.

**ON SCHEDULE.** City staff continues to prioritize and maintain various partnerships particularly with the University of Arizona WaterWise program, the Cochise Conservation and Recharge Network, and the Upper San Pedro Partnership, to implement water conservation and recharge projects.

7.7 Partner with chambers of commerce and other organizations to create and implement a plan that encourages shopping locally.

**ON HOLD.** In Fall 2019, the Sierra Vista Chamber declined partnering on a buy local campaign, but agreed to reevaluate at a later time. Without a partner for the campaign, the long-term viability of a program is a risk. The possibility of utilizing an AmeriCorps VISTA employee with support by Local Arizona First was evaluated, but the City would still need to commit more than \$20,000 annually for a program. Staff intends to include approximately \$6,000 in advertising in next year's budget to support a buy local campaign in Sierra Vista as a lower cost and more sustainable campaign, especially given the current situation.

Goal #8: Explore and implement methods to address homelessness, mental health, and affordable housing.

8.1 Define the scope of the problems that exist in the city regarding homelessness, mental health, and affordable housing, and how Council wishes to be involved.

ON SCHEDULE. There are many reasons why families and individuals become homeless: lack of affordable housing; job loss; mental illness; substance abuse addiction; domestic violence; family breakup. The primary sources of data about the homeless population in Sierra Vista and their service needs are the annual survey of people who are homeless, known as the Point-In-Time (PIT) Count, and the Homeless Management Information System (HMIS), a computerized data collection system used by service providers. The PIT counts the "unsheltered" homeless population as defined by the U.S. Department of Housing and Urban Development that includes persons living in shelters, in transitional housing, and in public places. The U.S. Department of Education uses a broader definition that includes families who are doubled-up with others due to economic necessity. Section 401(2) of the McKinney-Vento Homeless Assistance Act, 42 U.S.C.

11360, defines chronically homeless as "an individual or family that is homeless and resides in a place not meant for human habitation, a safe haven, or in an emergency shelter, and has been homeless and residing in such a place for at least one year or at least four separate occasions in the last three years. The statutory definition also requires that the individual or family has a head of household with a diagnosable substance use disorder, serious mental illness, developmental disability, post-traumatic stress disorder, cognitive impairments resulting from brain injury, or chronic physical illness or disability. Staff will work to provide an understanding of the nature and extent of the problems regarding homelessness; their impacts on public services; how the issues are currently being addressed by the service providers, and how the City may further their efforts. Staff will develop a report profiling the current homeless population based on available data sources as well as an assessment of the local issues impacting homelessness including affordable housing and mental health.

In January 2020, the City's Code Enforcement Officers assisted Good Neighbor Alliance in carrying out the annual Point-In-Time Homeless Count in the Sierra Vista area. The official results for the Balance of State communities should be published in June 2020 by the Arizona Department of Housing. The findings will be presented to the City Council at a work session.

Moreover, the Community Development Department is in the process of hiring a summer intern who will work with the Continuum of Care providers to conduct a gap analysis. The position will start in May 2020 and is funded by the federal government through the City's CDBG program.

### 8.2 Identify partners, and develop plans to address homelessness, mental health, and affordable housing where feasible.

**ON HOLD.** The Arizona Department of Housing serves as the Collaborative Applicant and HMIS lead agency for the Continuum of Care (CoC) for the 13 non-metro counties in the state. The CoC program is designed to promote communitywide commitment to the goal of ending homelessness. The Cochise Continuum of Care is organized and chaired by the Executive Director of the Good Neighbor Alliance (GNA).

In December 2019, the CoC convened to establish bylaws and strategic plan priorities for the upcoming year. The City's Community Development Director was appointed to serve as the CoC's Secretary. In February, GNA was not able to continue with the Interim Executive Director because of funding challenges and the CoC duties were reassigned to the Administrative Supervisor. The regular monthly CoC meetings are temporarily on hold until the coronavirus pandemic passes. Staff will continue to identify and work with partners to develop plans to address homelessness, mental health, and affordable housing where feasible.

### **Strategic Focus Area: Enjoy**

Goal #9: Increase public participation numbers in community events by 25%.

9.1 Reevaluate community and cultural events for fit, diversity, draw, and potential partners.

**ON SCHEDULE.** Leisure staff continue to evaluate current events, and in the past six months put on a redeveloped and expanded Christmas Tree Lighting event with great success including interactive games, an obstacle course, ice skating rink and snow. Sips & Skies visitors will enjoy some additional features, though the event is unfortunately postponed.

9.2 Evaluate and plan to build space to accommodate large outdoor events.

**ON SCHEDULE.** Staff are evaluating the current inventory of parks and ballfields and have identified a few locations with some potential. The enhanced CDBG project on the West End at Soldier Creek Park and Landwehr Park is a promising location along with the Stone Field complex, and potentially the Rothery sports complex. Staff expects to further evaluate this option in the context of the parks master plan update, and the next initiative as well.

9.3 Evaluate and develop West End parks into spaces for small events.

ON SCHEDULE. Staff continue to work on the CDBG project for Landwehr and Soldier Creek Parks this year in partnership with Community Development and Economic Development staff. The improvements will help to both draw more people to the parks, and create a safe, walkable event space for the community. Once improvements are made, staff will activate the areas by hosting some smaller format events and Rec On The Go programming. A Rec on the Go event was held in late February at Len Roberts Park with about 85 attendees. Construction is expected to begin next year.

9.4 Redevelop event permitting procession.

**ON HOLD.** With some new technology implementation over the past six months, staff are experimenting with a workflow within Microsoft Teams with the IT Division for event permitting. With most events canceled or postponed at the moment, staff are working on other projects and will circle back.

# Goal #10: Within 2 years, increase sports tourism revenue to \$1,000,000.

10.1 Complete a master plan for development of a sports complex.

**ON SCHEDULE.** Staff included planning for the sports complexes with the overall parks master plan in initiative 2.6. After evaluating both initiatives, it made the most sense to include sports complex development with park development.

10.2 Develop a catalog of projects to fund via crowd sourcing.

**ON SCHEDULE.** Leisure compiled an initial list which is currently under review. Staff will determine the timing for the release and promotion of the list after social distancing requirements have been relaxed or lifted.

10.3 Create a plan to fully utilize the Rothery Center recreational properties, and implement improvements.

**ON SCHEDULE.** Staff are working on a prioritized list of improvements and expect it to be ready for evaluation shortly. Some minor improvements are planned for next fiscal year in addition to those in the capital improvement plan for FY20-21.