

19.



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2009-0136 Request In Committee

Communication from City Administrative Officer relative to a status report on the implementation of the 2007 Strategic Planning Action Plan items and first request to use \$2,500 of the \$100,000 in funding set aside for the action items implementation for partial funding of a graffiti power washer for the Police Department.

Introduced: 3/3/2009

Controlling Body: Administration & Finance Committee

COMMITTEE RECOMMENDATION *approval*

ACTION DATE:  
MAR 03 2009

MOVER	SECONDER	
		Barczak
		Czaplewski
X		Kopplin
		Lajsic
		Narlock
	X	Reinke
		Roadt
		Sengstock
		Vitale
		Weigel

AYE	NO	PRESENT	EXCUSED
✓			
✓			
✓			
✓			
✓			

TOTAL 5 -

SIGNATURE OF COMMITTEE MEMBER

*Just Kopplin*  
Chair

Vice-Chair

Member

COMMON COUNCIL ACTION **APPROVAL**

ACTION DATE:  
MAR 03 2009

MOVER	SECONDER	
		Barczak
✓		Czaplewski
		Kopplin
		Lajsic
	✓	Narlock
		Reinke
		Roadt
		Sengstock
		Vitale
		Weigel

AYE	NO	PRESENT	EXCUSED
			✓
✓			
✓			
✓			
✓			
✓			
✓			
✓			
✓			
✓			

TOTAL 9 -  1



**CITY ADMINISTRATIVE OFFICE**

**PAUL M. ZIEHLER**  
City Administrative Officer  
Clerk/Treasurer

414/302-8294  
414/302-8207 (Fax)

City Hall  
7525 West Greenfield Avenue  
West Allis, Wisconsin 53214

pziehler@ci.west-allis.wi.us  
www.ci.west-allis.wi.us

March 3, 2009

The Honorable Mayor Dan Devine  
and Members of the Common Council  
7525 W. Greenfield Avenue  
West Allis WI 53214

**Subject:** Communication from City Administrative Officer relative to a status report on the implementation of the 2007 Strategic Planning Action Plan items and first request to use \$2,500 of the \$100,000 in funding set aside for the action items implementation for partial funding of a graffiti power washer for the Police Department

Dear Mayor Devine and Common Council Members:

This letter is intended to first provide a status report on the implementation of the 2007 Strategic Planning Action items, and secondly, to request the use of \$2,500 of the \$100,000 in funding set aside for implementation of the action items by the responsible department. (This is the first request for use of these designated funds, which must be approved by the Common Council.)

In regards to the Status Report, please see the attached document. The report lists the five (5) groups with the action items noted under each. Then, under each action item is a description of implementation progress to date.

In regards to the second item, this letter is to also request the first use of a portion of the \$100,000 in funding set aside for implementation of the action items by the responsible department. In this case, \$2,500 is requested to be used as partial funding for a power washer for graffiti removal for the Police Department. The unit itself costs \$6,200. So far, \$1,200 is available through private contributions/sources and \$2,500 is available from the Asset Forfeiture Account, leaving a balance needed of \$2,500.

Thank you for your attention to the Status Report and this funding request. If you have any questions or need further information, please contact me.

Sincerely,

A handwritten signature in blue ink that reads "Paul M. Ziehler".

Paul M. Ziehler,  
City Administrative Officer, Clerk/Treasurer

PMZ:jfw  
cc: Department/Division Heads

ADM\ORDRES\MCC.STATUS RPT.07 SPAI

**STATUS REPORT**  
**on 2007 Strategic Planning Action Items**

**Group 1 – Financial Strength**

- Action Plan 1 - Develop Communication Plan (including PR support, communication tools, and P/M Committee)  
Responsibility – Mayor, CAO, Development  
**Status:** Staff Marketing/Communication Task Force created with Mayor, CAO, and Development staff included. First meeting held. Four-phased approach identified: data collection, review of information, development of strategy, and implementation of plan. First phase (data collection) done.
- Action Plan 2 - Build Endowment Fund  
Responsibility – Mayor, CAO, WACIF  
**Status:** Two-phased approach being used: increased publicity for West Allis Community Improvement Foundation current activities and establishment of new endowment fund (currently under discussion by the Foundation).
- Action Plan 3 - State Legislation for Municipal Service Fee  
Responsibility - Mayor, CAO, Legislative Committee  
**Status:** Included in Legislative Committee’s broad based agenda. There is currently a State opinion that such a fee is another form of taxation for non-profits and is thus probably unconstitutional. Under this current thinking, the successful passage of such legislation is unlikely.

**Group 2 – Community Development**

- Action Plan 1 - Green Initiative/Sustainable Community  
Responsibility – Development, Public Works, Engineering  
**Status:** Department of Development working on sustainability plan for City, including internal and external aspects. Public Works Department implemented citywide building energy efficiency project in 2008.
- Action Plan 2 - Public Relations Campaign  
Responsibility - Same as Group 1, Action Plan 1 above  
**Status:** Same as Group 1, Action Plan 1 above

**Group 3 – Future**

- Action Plan 1 - Community Youth Center: Alternative - Further Development of Youth Programs/Activities  
Responsibility – Mayor, Youth Commission  
**Status:** Mayor Devine has created a Community Center Task Force to study feasibility of establishing a facility not just for youth but broad based for the entire community. The Common Council has approved the appointments to the Task Force. Two informal, pre-meetings of the Task Force have been held. The first official meeting of the Task Force is scheduled for March 10, 2009 at 4:00 p.m. at City Hall.

### Group 3 – Future cont'd.

- Action Plan 2 - Rebuild Block Watch Captain Program  
Responsibility – Police  
**Status:** Police Department added a new Police Officer position in 2008 budget to support the rebuilding of the program. Community policing effort has been upgraded. A number of new groups have been established or reestablished. Increased emphasis by the Police Department is continuing, including the new initiative of neighborhood partnership meetings to strengthen neighborhood involvement.

### Group 4 – Problem Areas

- Action Plan 1 - Absentee Landlords (with Emphasis on Property Maintenance)  
Responsibility – Building Inspections, Health, Police, Public Works, Development  
**Status:** New ordinance passed on broad based property maintenance enforcement. Department of Building Inspection & Zoning reorganized to be Department of Building Inspection & Neighborhood Services, including the new position of Neighborhood Services Inspector to coordinate all such matters with all City departments and the community.
- Action Plan 2 - Graffiti (Strengthen and Improve Programs)  
Responsibility – Police, Public Works  
**Status:** Police Department implemented aggressive graffiti abatement program internally and externally with Home Dept. Public Works Department continuing its graffiti clean up program.
- Action Plan 3 - Neighborhood Watch (Rebuild)  
Responsibility – Same as Group 3, Action Plan 2 above  
**Status:** Same as Group 3, Action Plan 2, above

### Group 5 – Ideas Leading to Future

- Action Plan 1 - Improvement of Web Site  
Responsibility – Information Technology  
**Status:** Web site upgraded and reformatted. Other improvements and enhancements are planned and ongoing.
- Action Plan 2 - Directional/Locational Signs  
Responsibility – Public Works, Development  
**Status:** Ordinance passed allowing for way finding signs to be put up. First sign located on Oklahoma Ave. for Pleasant Valley Inn. Other signs to be considered as identified and needed.