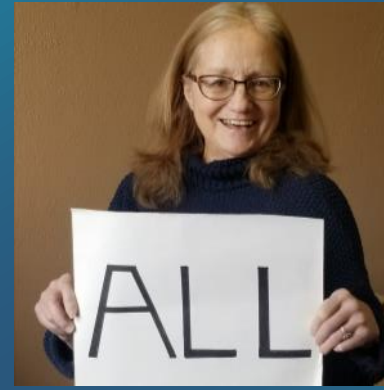




Beloit
WISCONSIN

2018-2020~~1~~
STRATEGIC PLAN UPDATE



2020-2021 Beloit City Council

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Turtle Creek Park groundbreaking
September 2019

2018-2020 CAPITAL PROJECTS*

- Milwaukee Road reconstruction and realignment of Branigan Road
- Townhall Road reconstruction - Gateway Boulevard South to railroad tracks
- Prairie Avenue resurfacing and multi-use path
- Turtle Creek Park parking lot expansion and new pavilion
- City Hall renovations - fourth floor and forum
- Krueger-Haskell Golf Course clubhouse renovations
- New playground at Hope Park
- Keeler Avenue reconstruction
- Big Hill Park bike path extension
- Solid waste vehicle storage facility
- Splash pads at Vernon and Summit parks
- Sanitary and storm water main maintenance
- Krueger Pool roof replacement, pool painting, bathhouse repairs and updates
- Grinnell Hall roof, new vestibule and west window replacements
- Turn lanes at Sixth and Middle Street
- Gazebo and playground equipment built at Eagles Ridge Park
- Various street resurfacing and concrete repairs

The City of Beloit's mission is to provide outstanding public service.

B - Be safe: Safety comes first. We each play a role in the health, safety and welfare of the public at large and must act in ways that enhance our own personal safety, the safety of our co-workers and those we serve.

E - Ethical behavior: We are dedicated to high ethical and moral standards and uncompromising honesty in our dealings with the public and each other. We do what we say we are going to do.

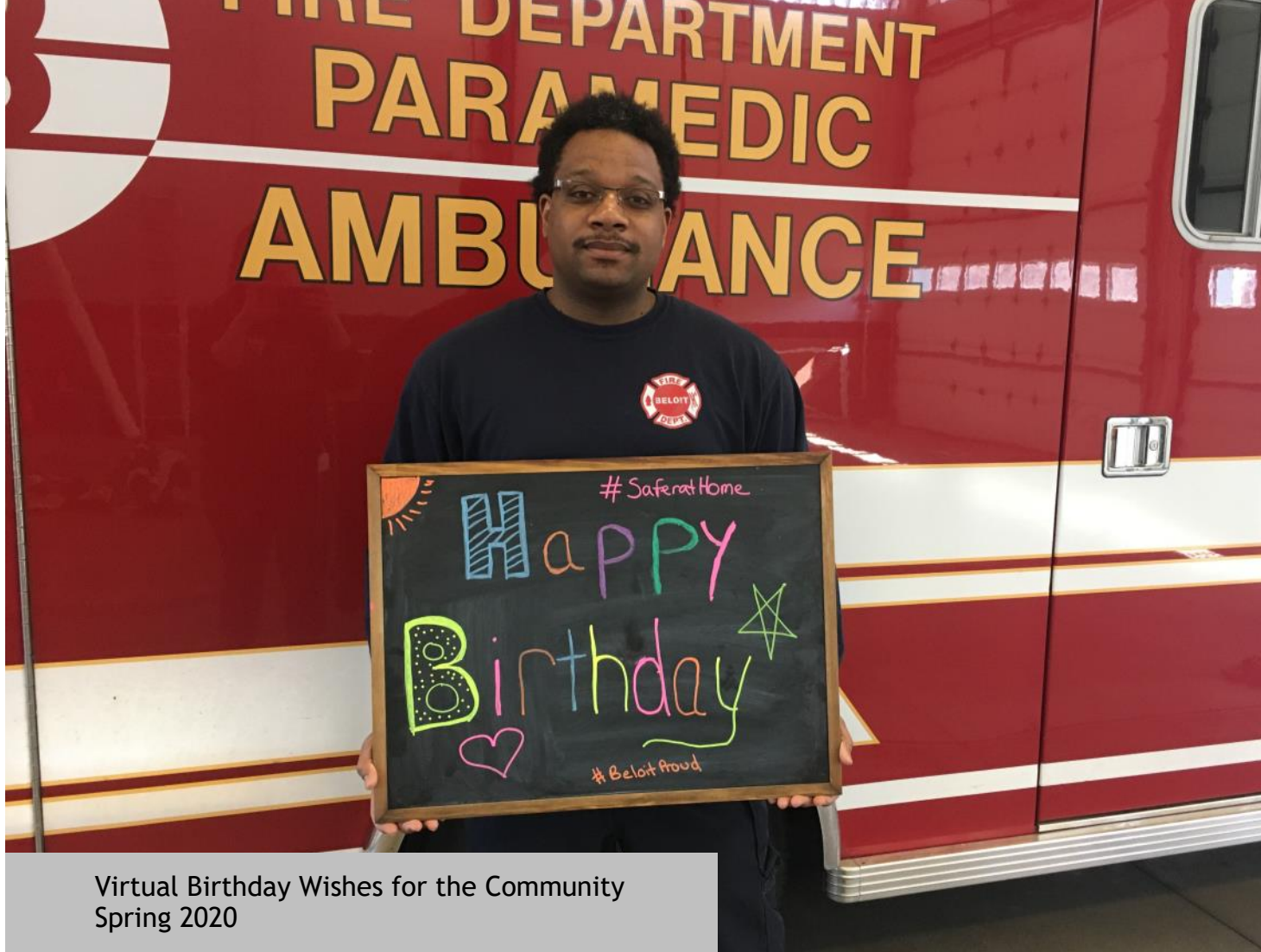
L - Leadership is developed and shared throughout the organization with an emphasis on continuous improvement.

O - Outstanding public service: We are committed to providing outstanding services to our diverse public and internal customers.

I - Inclusion of diverse people and ideas: We respect the unique contributions of our fellow employees, residents, groups, and organizations throughout the community by seeking out their opinions, talents, and needs.

T - Teamwork to creatively solve problems: We are a team of diverse employees, working internally across departments and divisions, as well as externally with our many stakeholders to creatively solve problems.





Virtual Birthday Wishes for the Community
Spring 2020

We define diversity referenced in our values in the most inclusive fashion, including, but not limited to:

- Understanding that each individual is unique and recognizing individual differences.
- A representation of fairness and protection to all, regardless of age, gender or gender identification, race/ethnicity, religion, sexual orientation, national status/origin, veteran status, socio-economic status, political beliefs or disability.
- We also recognize and encourage cognitive diversity including the blending of different backgrounds, experiences, and perspectives within teams, including a variety of levels and tenure within the organization.



COVID-19 Community Testing
Telfer Park

OBJECTIVES

- Reduce crime, fear, and disorder.
- Engage residents, businesses, and community organizations.
- Minimize injury, prevent loss of life, property, and natural resources.
- Focus on community revitalization that incorporates people, property and physical security.
- Ensure public infrastructure to provide for public safety and economic security.

SUCCESS



37

Firearms-related arrests in 2020; increased by 48% compared to 2018 and 6% compared to 2019.



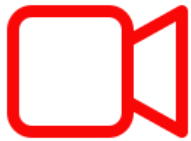
15%

Reduction in traffic crashes in 2020 compared to 2018 and a 5% reduction from 2019.



+25%

Beloit Police's traffic safety initiatives resulted in an average increase of 25% citations compared to citations



-70%

External complaints against Beloit police officers decreased by an average of 70% since the introduction of body worn cameras in 2018. This establishes transparency and builds trust in our community.



23

LED light bulbs installed in street light projects in 2020. This is a 130%



31

Lead pipes retired in 2020.



314

Trees trimmed in 2020 to raise canopies for enhanced lighting and



9

Homes sold through partnership with Acts Housing, which launched in Beloit in September



\$1.7M

Residential improvements in the two NRSA neighborhoods totaled \$1.7 million from 2019-2020.

Create and Sustain
SAFE AND HEALTHY NEIGHBORHOODS

1



Public Works Employees Helping Run a Drive-Through Voting
April 2020

Create and sustain a high performing organization, which means a sense of common purpose, constant improvement throughout the organization, tapping into employee talent and innovation, and recognizing leadership at all levels.

OBJECTIVES

- Strive to recruit and retain a diverse workforce within our organization that reflects the community we serve.
- Establish an organization-wide understanding of what high quality public service means and provide appropriate training.
- Implement hours, wages, and working conditions that increase motivation, performance, and satisfaction of represented and non-represented employees, while maintaining organizational flexibility, oversight, and responsiveness to our community.
- Partner with other jurisdictions and organizations.
- Emphasize fiscal responsibility.
- Consider mergers, reorganization or other methods to fill vacancies where possible.
- Identify, create, and implement operational synergies that accentuate service delivery and efficiency across all City departments and divisions.

SUCCESS



-68%

Average reduction in worker's comp costs from 2017-2020 compared to the previous four-year period. A new policy went into place in April 2017.

On average, our claims and costs continue to decline. Our mod rate was also reduced from 1.21 to .90, leading to a significant insurance savings.



Regional Cooperation

Collaboration with area communities continues with an approved sewer service agreement and the sharing of a fire chief in the Town of Beloit. The closest available unit responds to calls in an agreement with City of Beloit Fire, Town of Beloit Fire, Janesville Fire and Milton Fire.



\$450K

Annual savings in police overtime since moving to the 10-hour shift schedule in April 2018.



20

Full-time individuals were hired in 2020 with 25% of the new hires being from racial or ethnic minority backgrounds. We implemented a new hiring policy and take appropriate recruitment and outreach steps to ensure the workforce is more



AA-

The City's bond rating improved from an A+ to a AA- in 2020. Similar to a credit score, this allows municipalities to get better interest rates.



52%

Reduction in city vehicle accidents from 2018 to 2020.

COVID-19 Spotlight

One of the big challenges to overcome in the beginning of the COVID-19 pandemic was safely administering the Presidential Preference Primary Election in April. The City of Beloit chose to do a drive-through voting operation to allow people to safely vote from their vehicles. City employees from all departments stepped up to assist with the election so that those election workers who were especially vulnerable to the impacts of COVID-19 could safely stay at home.

The historical Presidential election was carefully planned to allow for safe, in-person voting at polling locations throughout the city. No outbreaks were identified from any of the elections in Beloit.

Create and Sustain
A HIGH-PERFORMING ORGANIZATION

2



Amazon Opening Day
August 2020

OBJECTIVES

- Retain existing businesses and promote their growth and expansion.
- Attract complimentary new development.
- Develop a high quality workforce and link employers and prospective employees.
- Foster regional partnerships to promote development.
- Leverage private investment, create jobs and increase tax base.

COVID-19 Spotlight

Building inspections and construction continued with appropriate COVID-19 precautions and personal protective equipment. The Amazon distribution facility opened on schedule and now employs 1,200 area workers—jobs that couldn't have come at a better time for our community.

SUCCESS



1 Step Closer

The Ho-Chunk Nation's resort destination project took a crucial step forward with federal approval. As of publication, the project was awaiting final approvals. We optimistically hope to see ground breaking in 2021.



40

Acres sold in Gateway Business Park in 2020. 120.88 acres sold 2019-2020.



\$271M

Increased value from building permits issued from 2018-2020. Amazon was a significant contributor in this growth, however, the city is still seeing



2.64M

Square footage developed in economic development projects

New Construction/Additions



Industrial Growth

- Amazon
- Allied Games
- NorthStar Radioisotopes
- Lyons Tru to Nature
- ABC Supply
- Kerry Ingredients
- Pratt Industries
- HCP spec buildings
- Frito Lay

Commercial/Institutional

- Beloit College Powerhouse
- Holiday Inn Express
- Home2Suites
- Hotel Goodwin
- G5 Brewing Company
- Burger King
- O'Reilly Auto Parts
- School District
- of Beloit Administration
- Office Pro
- Visit Beloit Event Space (Former Angel Museum)
- ABC Supply Stadium
- Verizon
- Jiffy Lube
- Popeyes
- Lincoln Academy

New Residential

- Multi-Family
 - Wright and Wagner
 - Hawks Ridge
 - Cranston Elderly Care
- Single-Family
 - The Oaks II
 - Eagles Ridge

Create and Sustain
ECONOMIC AND RESIDENTIAL GROWTH



Krueger Pool Socially Distanced
July 2020

OBJECTIVES

- Provide clean, safe and attractive parks and related facilities.
- Provide access to diverse recreational activities for health, well-being, entertainment and character development.
- Increase literacy and provide lifelong learning opportunities.
- Remove hazardous trees that are a risk to the public and aesthetically maintain the urban forest.

COVID-19 Spotlight

The City of Beloit delayed the opening of the Krueger Pool as it was still learning effective ways to stop the spread of the virus. The City was concerned about possible unintended consequences of children finding unsafe ways to cool off. The pool opened with safety precautions and successfully operated the pool with no outbreaks and no confirmed cases of COVID-19.

SUCCESS



768

Ash trees removed from 2018 to 2020.



2

Blackhawk Technical College classrooms opened inside Beloit Public Library.



1

Honorary street renaming. Short Street was memorialized in 2020 as “Montford Point Marine Street” to pay tribute to the African American Marines who served the United States in World



152K

The Beloit Public Library has 152,945 downloadable items and 64 databases. This is a 45% increase in materials in 2020—a year when digital was needed more than ever before.



30K

Visitors all season during the Beloit Farmers’ Market in 2020 due to COVID-19 restrictions. Introduced the winter Farmers’ Market at the Downtown Beloit Association’s office.



5

Multi-modal trail segments created between 2018-2020, including the Powerhouse Riverwalk extension.



1 Phase

The first phase of Turtle Creek Park revitalization project was completed.

Create and Sustain
A HIGH QUALITY OF LIFE



Road Repair
June 2020

Create and sustain high quality infrastructure and connectivity; including roads, bridges, streets, sidewalks, bike paths and fiber optics, as well as water, wastewater, storm water and solid waste services. Maintain city facilities and plan for future needs.

OBJECTIVES

- Create ongoing funding and planning for extended fiber optic network.
- Create citywide facility maintenance program, incorporating buildings and fleet.
- Manage CIP program and adequately plan for future needs.
- Continue to promote public transportation and explore new routes to serve future development and existing areas which are underserved.
- Develop long-range plan for future water and wastewater needs.

SUCCESS



1856

Individuals subscribed to snow emergency alerts designed to notify them that they need to move their vehicles from the streets.



3519

Water meters replaced in 2018-2020. 3,118 water meters tested in 2018-2020.



Infrastructure Investments

Several road projects were completed over the past few years, including Prairie Avenue and Milwaukee Road reconstruction.



Transit Expands

Beloit Transit now operates a Gateway Express route to provide service to the Gateway Business park, including Amazon. Additional route changes provide added service to the Town of Beloit industrial area to greater serve the region's needs.

COVID-19 Spotlight

Beloit Transit continued operating throughout the entire pandemic to ensure people received vital transportation services. During the Safer at Home orders, Beloit Transit shifted operations to offer on-demand rides to ensure social distancing and essential travel so people could receive medical care, pick up groceries, and work at essential jobs. Beloit Transit accommodated all riders requests during this time.



USS Beloit Keel Laying
July 2020

OBJECTIVES

- Provide important, timely and accurate information to residents and customers using a variety of communication channels.
- Create and integrate a more detailed citywide communications, outreach and engagement strategy that involves enhanced internal communications, media relations, and community involvement.
- Enhance social media outreach throughout the organization.
- Update the employee intranet to integrate communication, outreach and engagement strategies throughout the organization.
- Refresh city website so that it positively showcases our community, reaches a digital audience, is easy to navigate, and contains accurate, updated Information.
- Use video, digital and multimedia content to enhance communications and community perception.
- Aggressively and creatively pursue and engage resident input throughout the community.
- Support partners who provide educational opportunities to our community.

SUCCESS



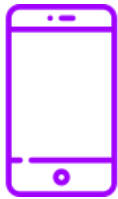
42%

Growth in social media followers on the Government Facebook page in 2020. Our following has more than doubled in the last three years.



30

Videos posted on the Government Facebook page in 2020 reaching



+11.5%

Increase in website traffic in 2020 compared to 2019. Strategic plans have been in place to effectively use the website to communicate COVID-19 information. Mobile traffic continues to grow year over year, which is helped by the mobile optimization of our website.



Engaging the Community

We had to adjust how we covered significant announcements for the community, including Amazon's opening, USS Beloit keel laying, the federal approval of the Ho-Chunk Nation's project and the Powerhouse Riverwalk opening. While we couldn't celebrate in person, we

COVID-19 Spotlight

When COVID-19 began to spread quickly through the Beloit community in spring 2020, we soon identified that our Hispanic/Latinx families were being hit hard by the virus due to an outbreak at a neighboring food processing plant. We reduced language and literacy barriers by creating educational videos with trusted Beloiters who speak Spanish. Additionally, we worked with the Wisconsin National Guard to bring community testing to Beloit while being in civilian clothes. We also worked with a Hispanic member of the National Guard to produce a series of videos in Spanish to reduce fears about the coronavirus test.

Create and Sustain
A POSITIVE IMAGE, ENHANCE COMMUNICATIONS &
ENGAGE THE COMMUNITY



Beloit Police Building Relationships
2020 (pre-mask requirement)

CONNECT WITH US



Address

City Hall
100 State St., Beloit, Wisconsin



Hours

8am-5pm
Monday-Friday



Website

www.beloitwi.gov



Facebook

CityofBeloit



Beloit Report

beloitwi.gov/citymanager



Instagram

CityofBeloit

City Hall remains closed for face-to-face contact due to COVID-19. Please call your department to find alternative ways to solve your needs.



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