

CITY OF MUSCATINE 2016-17 ANNUAL ACCOMPLISHMENTS

Parks and Recreation Department

Administrative Division

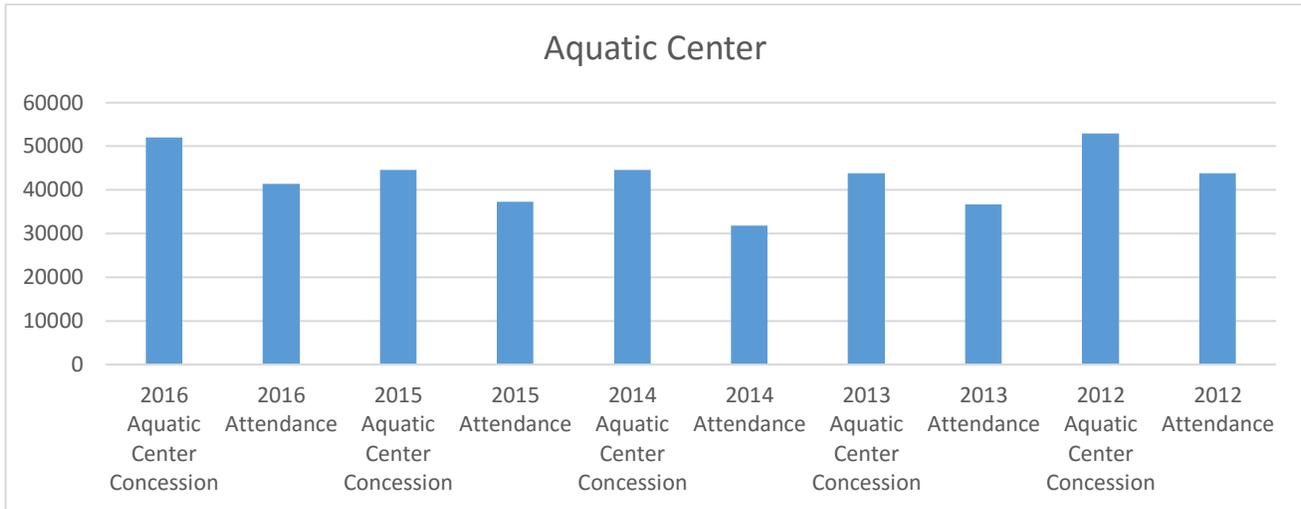
- Administered a 560-acre park and recreation system that involved 23 park and/or recreation areas, 12 playgrounds, 8 tennis courts, 140 miles of street trees, 16 park shelters, 2 riverfront rental buildings, 12 miles of trails, 3 sand volleyball courts, aquatic center, cemetery, boat harbor, marina, soccer complex, baseball/softball complex (19 lighted diamonds), splash pad, special horticulture gardens, 8 horseshoe courts, 18 hole disc golf course, 18 hole golf course, 18 hole FootGolf course, special events, community recreation programs, 6 basketball courts, a skate park and the employee wellness program.
- Supported Phase III Development Project Committee.
- Prepared for 8 Park and Recreation Advisory Commission Meetings.
- Continued work on the Maintenance Plan for Mark Twain Overlook.
- Worked with Leadership Muscatine to develop trail amenities.
- Worked with the Cemetery Step Committee.
- Administered the Adopt-A-Park program with 20 groups adopting parks.
- Worked with the Dog Park Committee.
- Collaborated with the Citizens Pickleball Committee.
- Administered concession contract for Kent Stein Park, Soccer Complex and Aquatic Center. Concession stands received Blue Zone friendly status.
- Collaborated with Muscatine Community School District, Muscatine Community College, and Muscatine County for mutual usage of facilities and a formal agreement.
- Partnered and/or collaborated with nearly 150 groups and organizations involved with public programs and facilities. Organizations included:
4H Club, Alzheimer's Association, American Legion, Anytime Fitness, Apraxia Group, Army Corp, Art Center, ASA Softball, Bark Chiropractic, Bike Club, Bi-State, Blue Zones, Boonies, Boy Scouts, Branching Out, Bridgestone Bandag, Buffalo Wild Wings, Carver Pump, Central State Bank, Challenger Sports, Chamber of Commerce and Industry, Church Softball, CIAT, City Departments, City Golf League, Coca Cola, Community Action, Community Bank & Trust, Community College, Community Garden Association, Community School District, Community Y, Convention and Visitor's Bureau, Disc Golf Club, Dog Park Friends, Dominos Pizza, Downtown Action Alliance, Family Credit Union, First National Bank, FootGolf Association, G.C.S.A.A., Genealogical Society, Geo-Caching Association, Girl Scouts, Great River Days Inc., Greenwood Cemetery Friends, Guadalajara, Hammond-Henry Medical Clinic, Happy Joes, Heart Association, Hy-Vee, Hy-Vee Mainstreet, ICCAC Softball, IDNR, IDOT, Illowa Soccer League, Iowa Arboretum, Iowa Ave. Neighbors Friends, Iowa Girls High School Athletic Union, Iowa Golf Association, Iowa High School Athletic Association, Iowa Parks and Recreation Association, Iowa Soccer Association, Iowa Sports Turf Management Association, ISU Extension, JDRF, Jimmy John's, Junior Talley Fan Club, Just for Kicks, Keep Muscatine Beautiful, Kent Corp., Kirk Butcher Plumbing and Heating, Kolors 4 Kids, Knights of Columbus, Latin League

Soccer, Local Church Organizations, Lutheran Living, March of Dimes, MCC Baseball, MCC Softball, McDonalds, MCSA, MHS Baseball, MHS Boys Golf, MHS Cross Country, MHS Girls Golf, MHS Soccer, MHS Softball, Midwest Regional League Soccer, Miss Muscatine Group, Missipi Brew, Mississippi Evangelist, Monsanto, Muscatine Baseball Academy, Muscatine Boat Show, Muscatine Car Club, Muscatine Cardinal Baseball, Muscatine Community Foundation, Muscatine County, Muscatine Diversity Center, Muscatine Farmers Market, Muscatine Girls Softball, Muscatine Historical Association, Muscatine Journal, Muscatine Mall, Muscatine Realtors Association, Muscatine Red Sox, Muscatine Search and Rescue, Muscatine Soccer Club, Muscatine Swim Club, Muscatine Symphony Orchestra, Muscatine Youth Baseball, MUSCO, National Golf Foundation, National Recreation and Parks Association, P.G.A., Pancreatic Cancer Friends, Pearl City Car Club, Phase III Development Committee , Phelps, Recreational Soccer League, Red Cross, Roger Ford Memorial, Running Club, S.S. Mary and Mathias School, Salvation Army, Sister Cities, South End United Neighbors, Special Olympics, St. Ambrose, Stanley Consultants, Sycamore Printing, Taco Johns, Team Lofgren, Tennis Association, Trails Committee, Trees Forever, Trinity Hospital, Tyson Foods, United Way, Uptown Motors, USSSA Sports, V.F.W., Walking Club, West Side Store, Young Professionals Network and Zoo Garden Committee

- Completed the R.E.A.P. Grant Projects for the Riverfront.
- Administered over 650 rentals of riverfront special buildings and park shelters.
- Coordinated and administered nearly 100 special event requests to use public property.
- Administered citywide deer deprivation program.
- Participated in Blue Zones initiatives — staff committee membership and advisory roles.
- Worked with citizens to develop bike repair stations.
- Supported and attended meetings with the Convention and Visitors Bureau, Chamber, CIAT, Safe Streets, and Downtown Action Alliance.
- Collaborated with the Zoo Garden Committee.
- Conducted regular supervisory staff meetings focusing on positive public relations, safety, and efficient, effective facility and personnel management.
- Continue to implement the citywide plan for the Emerald Ash Borer Ash Tree Program.
- Operated within approved budgets department wide.
- Implemented the reorganizational plan department wide (Athletic Facilities Specialist, Superintendent of Parks, Golf Maintenance Supervisor, Program Supervisor, Golf Professional and Landscape Horticulturalist).
- Assisted other City Departments as requested.
- Participated in street development projects: Cedar, Mulberry, Colorado, and Mississippi Drive.
- Worked with MUSCO Sports Lighting to complete the Field #2 Soccer Complex Lighting Project.
- Worked with MUSCO Sports Lighting to complete the Kent Stein Park Field #4 and #3 Lighting Project.
- Started the West Hill Reforestation Plan.

- Started the Downtown Reforestation Plan.
- Started the Mississippi Drive, Cedar Street and Mulberry Avenue Reforestation Plan.
- Started the Weed Park Street Lighting Project.
- Started the Soccer Complex Security Lighting Project.
- Recruited, hired and started the training plan for the Golf Professional Position.
- Coordinated and implemented the Parking Lot Striping Projects for the Soccer Complex, Kent Stein Park, and the Aquatic Center.
- Participated in the Riverfront Development Plan.
- Coordinated the Aquatic Center water loss issues through the design engineer.
- Administered Kent Stein Park usage to include updating the usage guidelines and the usage application form.
- Administered the Soccer Complex to include updating the usage guidelines and the usage application form.
- Started the review of the Greenwood Cemetery Guidelines.
- Administered the Muscatine Municipal Golf Course to include usage and maintenance oversight.
- Administered the City Employee Wellness Program.
- Administered the Municipal Boat Harbor and Marina to include the gas dock, long dock, house boat dock, transient dock and boat launches.
- Administered the recruitment and training of over 175 seasonal staff through social media, job fairs and print media.
- Administered the Muscatine Aquatic Center to include usage, staffing and maintenance requirements.
- Administered Greenwood Cemetery to include maintenance, retail sales agreement and the office operations agreement.
- Administer park system memorial bench program.
- Administer Recreation Program development to include program business plans, staffing, program selection and program facility utilization.

Aquatic Division



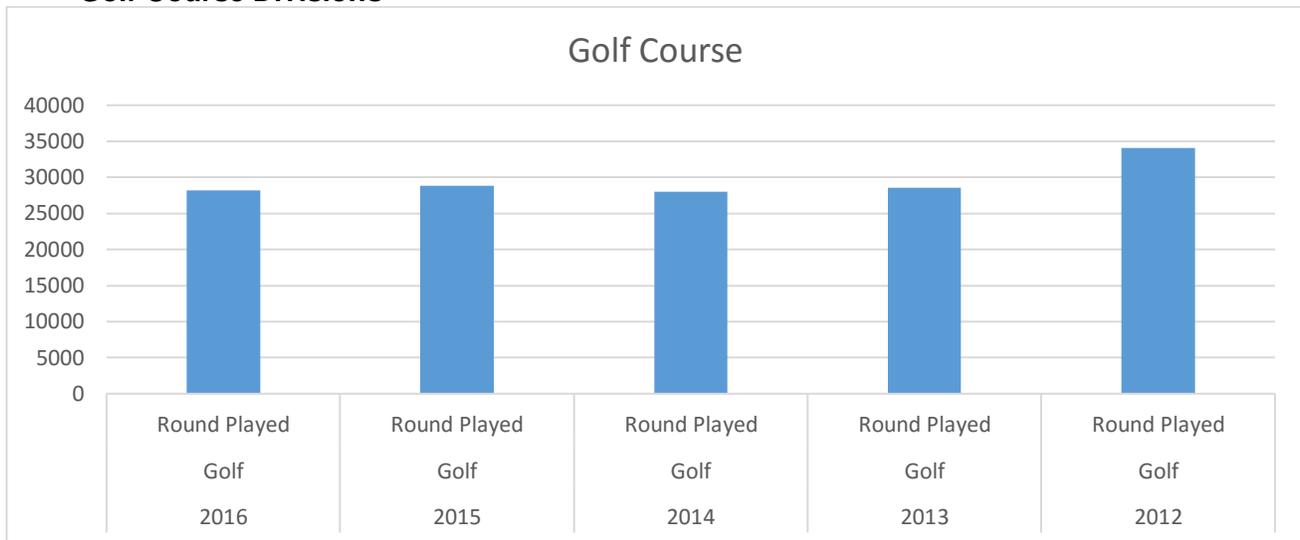
- Monitored 316 swim lesson participants as a means to evaluate our swimming lesson program. Parent surveys were distributed, resulting with positive feedback both in writing and via Facebook.
- Served 38,592 patrons during the 2017 season.
- Scheduled 81 pool parties of which 76 parties were successfully conducted.
- Saw an increase in the number of \$1.00 scholarship passes and an increase in the number of season passes approved by the Housing Department. The number of season passes sold remains steady.
- Continued implementation of the vacuum system.
- Conducted regular staff in-service training on positive public relations, proper lifesaving skills, and effective swimming instruction techniques.
- Held several collaborative lifeguarding training sessions with the Muscatine Community Y.
- Arranged for American Heart Association CPR and AED certification course for the Golf Course staff.
- Provided SDS, Right-To-Know and Bloodborne Pathogen training to all Aquatic Center staff.
- Added additional Parent/Child swim class to meet citizens' requests.
- Introduced the Christmas In July special event.
- Held two American Red Cross CPR and First Aid certification courses for Slide Attendant staff to meet with new State of Iowa Bathing Code guidelines.
- Three #Muscatine Rocks were discovered at the facility this season. #Muscatine Rocks is a fun incentive for Muscatine citizens to express their appreciation for Muscatine businesses and organizations for doing outstanding work.
- Conducted job fairs to recruit staff.

Cemetery Division

- Continued with stone leveling when time was available.
- Mowed shooting range for the police department and mowed the disc golf course on a weekly basis.
- Changed mowing strategies by using rear discharge with positive results.
- Continued cross training park maintenance division staff in the Cemetery.

- Cleared stumps from past tree and bush removals.
- Worked with the Friends of Greenwood Cemetery on the Cemetery Steps project.
- Fixed broken water hydrants throughout the Cemetery.
- Completed spring and fall Cemetery cleanup.
- Currently working on fixing drainage issue on Southeast corner of Cemetery.
- Installed a new furnace in the Chapel.
- Cleaned up and removed several trees after storm damage in March.

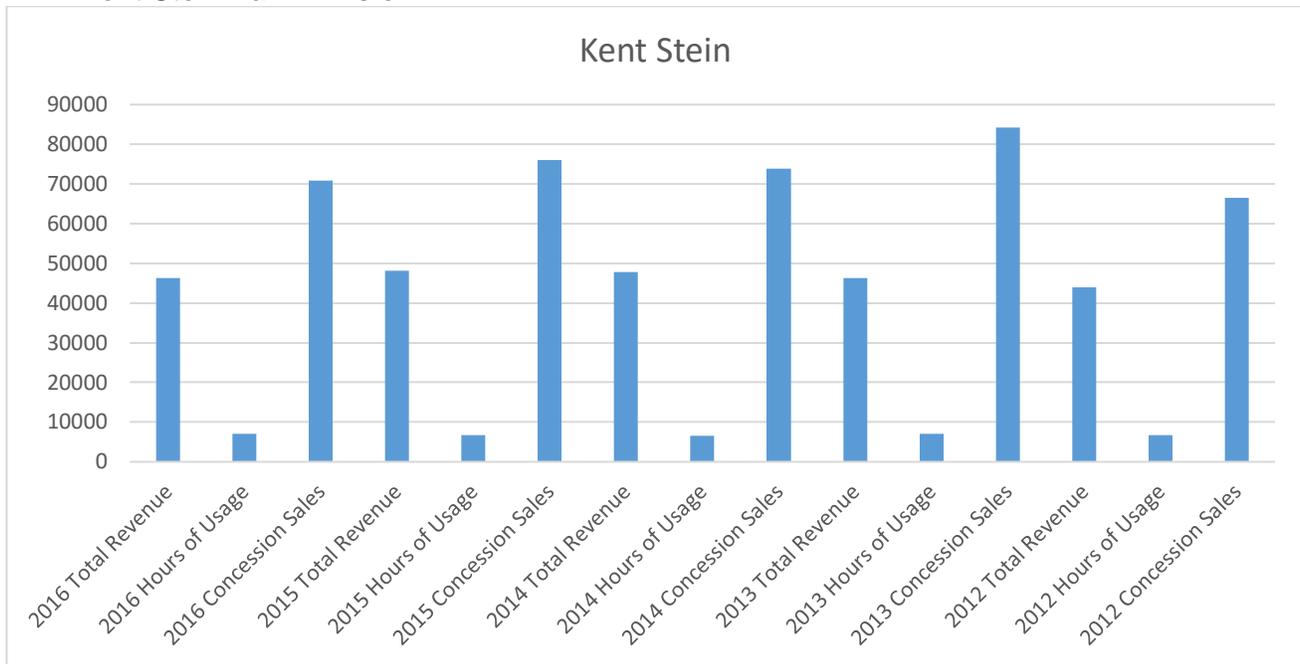
Golf Course Divisions



- We have continued to grow the tree nursery by adding more trees, some of the trees were donated by Muscatine Branching Out and some were purchased from donations given as a memorial to the Golf Course. We are up to 36 trees now in the nursery at the Golf Course.
- New Driving Range distance signs were installed. Many positive comments have been received.
- New FootGolf tee stakes were installed to make it easier and more enjoyable to get around the FootGolf course.
- We are continuing to remove dead and damaged trees from the course as new strategic trees are planted as needed to define the holes, teeing areas and for facility aesthetics.
- Continued maintenance plan on all bridges.
- Continued maintenance plan on all bathrooms
- The tree inventory for the mowed section and the ornamental sections of the Golf Course has been completed. We have counts and locations but would like to plot on a map sometime in the future.
- Regularly serviced and maintained all equipment to manufacturers recommendations.
- Recruited and trained seasonal and full-time staff focusing on safety and efficiencies.
- Developed a plan to improve some of the senior/forward tees.
- Repaired and/or replaced all drinking fountains on the golf course.

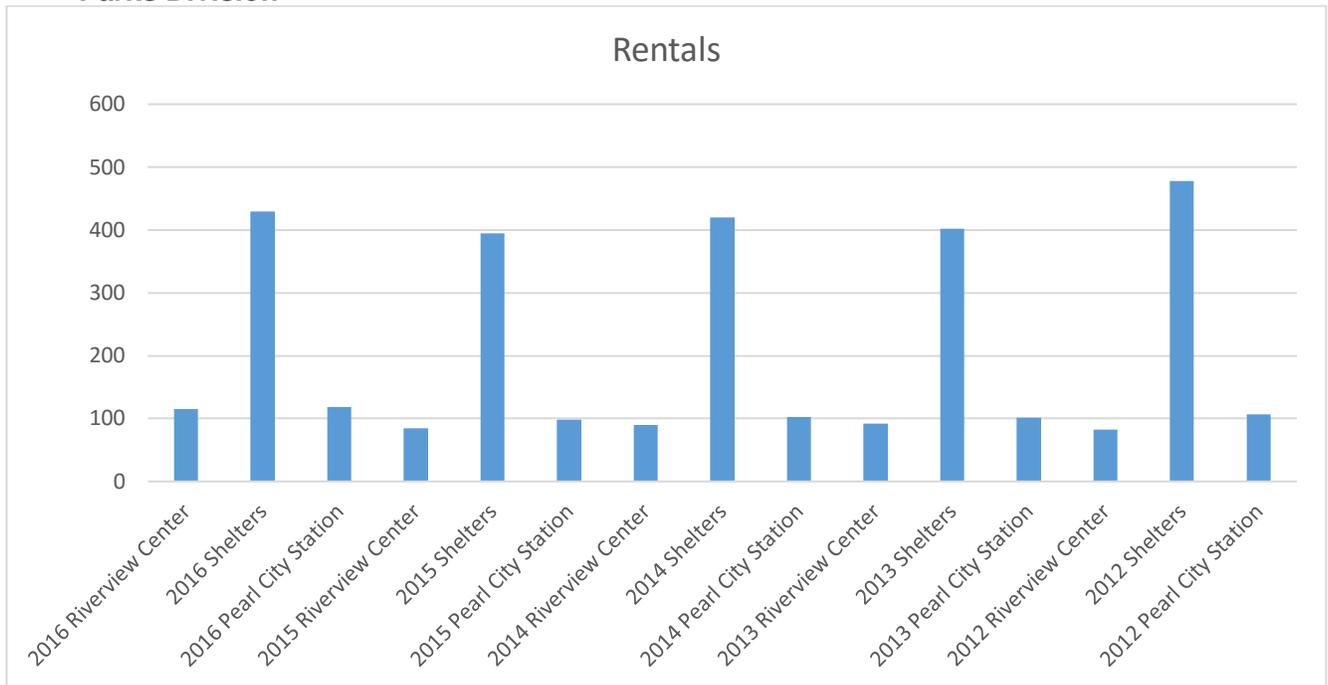
- Maintained all planting beds to a high aesthetic level.
- Hired new PGA Professional in April 2017.
- Partnered with the Muscatine Journal and other local businesses to promote the Muscatine City Golf Tournament.
- Had 109 participants in the 2017 City Golf Tournament.
- Hosted the Muscatine Junior City Golf Tournament with 21 youth participating.
- Hosted a Summer Youth Golf Program at the golf course.
- Provided golf instruction to 12 children at the Bishop Hayes School for their Excel Program (9 classes).
- Hosted 10 golf leagues during the season and 28 outings at the golf course.
- Hosted River Valley Conference Girls Golf Tournament, with 75 participants.
- Hosted Muscatine High School Cross Country with over 1,200 persons attending.
- Purchased new convection oven to cook more items and help develop menu.
- Hosted Turkey Trot.
- Implemented GIVE (Golf for Injured Veterans Everywhere) Program to give disabled Veterans a chance to play golf.
- Recruited and trained quality seasonal staff focusing on friendly customer service.
- Conducted regular staff trainings focusing on public relations, proper money handling and events.
- Continued with Blue Zones to earn Healthy Food Choice Status.
- Created a Mother's Day Event and Total Solar Eclipse Event to help generate rounds.
- Continued to develop and create winter golf programs with the TruGolf Simulator and outdoor activities.
- Implemented the marketing plan for the golf course.
- Implemented the merchandising plan for the golf course.

Kent Stein Park Division



- Continued to strive for positive relations with facility guests and associations by conducting regular meetings on relevant issues with various sponsoring organizations.
- Continued to support and assist other departments and city divisions as requested.
- Continued to recruit and train seasonal and full-time staff as needed.
- Continued to recognize the economic impact opportunities to our community.
- Worked with the concessionaire to provide a quality experience for our guests.
- Continued to maintain Tom Bruner field with positive results.
- Maintained the ball diamonds for the 2017 playing year. Usage results will be provided at the conclusion of the operating year.
- Hosted tournaments throughout the year. Usage results will be provided at the conclusion of the operating year.
- Painted the parking lot lines.
- Re-sod areas in front of the baseball mounds during Day of Caring project.
- Resurfaced in front of the baseball dugouts to create a high quality, safe surface.
- Conducted regular staff meetings focusing on safety and providing a quality facility for providing a positive experience for our guests.
- Completed the installation of a new lighting system on Diamonds #3 & #4.
- Planted 10 trees donated by Rotary in the center island of the parking lot.
- Cleaned up and removed several trees at Kent Stein and Bruner Field from storm damages in March and June.
- Replaced damaged fence from storm damage on Diamonds #15 and #2.
- Leveled the retaining wall behind Diamond #7.
- Repaired fencing and netting on batting cage between Diamonds #2 & #3.
- Incorporated on-site Facility Master Schedule in kiosks.

Parks Division



- Supported Deer Management Program.
- Supported other departments and park divisions with projects.
- Continued clearing stumps throughout the park system.
- Kept the weeds removed in five downtown parking lots.
- Routinely inspected playgrounds and made repairs as needed.
- Purchased and used plastic welder for fixing broken playground equipment throughout the parks.
- Supervised and provided supplies for Day of Caring Projects.
- Supported nearly 100 events held in our community.
- Currently helping with a new pin placement on hole #4 and mulched paths at the Disc Golf Course.
- Continued working with Zoo Garden Committee coordinating maintenance work.
- Replaced several deck boards on the Lagoon deck.
- Supported Riverview Center building rentals. Usage results will be provided at the conclusion of the rental season.
- Supported Pearl City Station building rentals. Usage results will be provided at the conclusion of the rental season.
- Supported shelter rentals. Usage results will be provided at the conclusion of the rental season.
- Conducted weed spraying of Harbor banks and river banks from Mad Creek to Musser Park.
- Performed weed control on street medians on Park Avenue and Mississippi Drive and downtown alleys.
- Actively participated with the CVB Board.
- Actively participated with the Muscatine Branching Out organization.

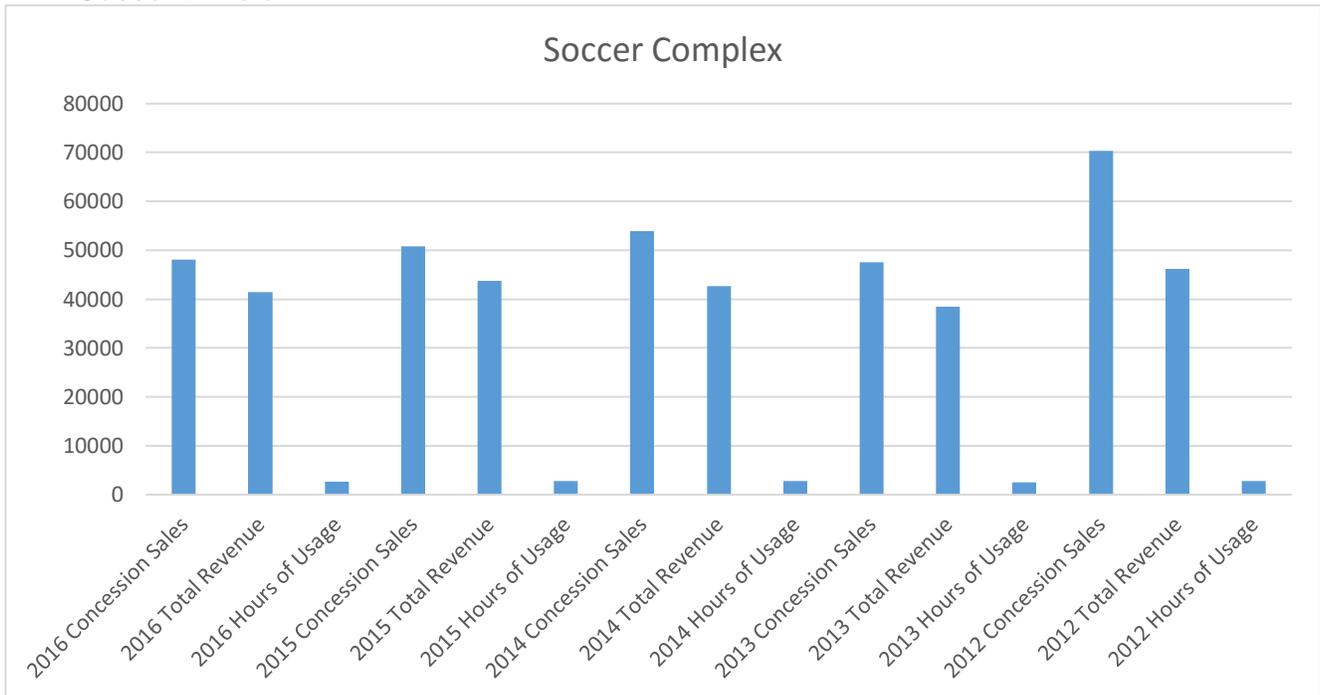
- Landscaped and maintained the plants in the round-a-bout and raised beds on Cedar Street.
- Planted 35 trees throughout the park from Rotary donation as part of Day of Caring.
- Landscaped and maintained the plants at City Hall.
- Reconstructed and leveled an additional sand volleyball court at Weed Park.
- Added 19 new properties to our maintenance schedule for mowing and snow removal.
- Maintained the new drainage swale on Mulberry Avenue.
- Added additional snow removal responsibilities with the new sidewalk installation in Weed Park.
- Hung banners throughout the year on 2nd Street.
- Successfully maintained hanging baskets in the downtown area throughout the growing season.
- Maintained a clear and healthy Lagoon at Weed Park.
- Repainted all trash cans on the Riverfront.
- Currently working on replacing Bridge Tribute Kiosk on Riverfront after March storm damage.
- Extended the tree inventory of all Park and Right of Way trees.
- Repainted and replaced broken boards on all picnic tables.
- Currently working on coordinating the tree removal of large trees and weeds on the levee from Millennium Plaza to GPC.
- Repainted the basketball wall at 4th Street Park.
- Continued to maintain viewing areas of the river in two locations at Weed Park.
- Continued leveling retaining walls in the Rose Garden and added edging around the entire Rose Garden.
- Installed new long dock system with new decking, new frames, new floats and new electric and water pedestals.
- Repaired Transient Dock system after March storm damage.
- Reconfigured House Boat Dock system with new frames and new electric and water pedestals after March storm damage.
- Installed new memorial bench near viewing area at Weed Park.
- Added a bike fix-it station and are currently installing new trash receptacle at McFate trail head.
- Made improvements to the Colorado Street entrance into Weed Park.
- Cleared hillside near Zoo Garden during Day of Caring project.
- Installed new drinking fountain at Cannon Avenue trail head as part of a Leadership Muscatine project, and are currently installing a landscape bed around the fountain.
- Assisted airport with spraying weeds in cracks and around buildings.
- Burned prairies at Mark Twain Overlook, Fuller Park and Weed Park and added new wildflowers to all areas.
- Mulched all trees in the upper and lower loops of Weed Park as part of Day of Caring projects.
- Cleared and planted several plants on Brook Street overlook along the trail.
- Currently working on a reforestation plan for West Hill.
- Currently working on transplanting trees from the tree nursery to several parks throughout the community.
- Currently working on Weed Park light replacement project.
- Completed requirements for the REAP Grant.

- Participated in Parks and Recreation Job Fair to help recruit seasonal employees.

Recreation Division

- Continued to look for new and creative programs (Easter Egg Hunt, Walking Club, focus on low cost programming).
- Developed a spreadsheet listing programs and special events to include program details. This can be utilized remotely via Google Drive.
- Continue to market through use of Muscatine Parks and Recreation Facebook page, the City of Muscatine Facebook page and the City website.
- Updated spring and fall Parks and Recreation program brochure.
- Provided SDS, Right-To-Know and Bloodborne Pathogen training to recreation staff.
- Saw an increase in participation of recreation programs particularly Sand Pit Volleyball.
- Continued to make programs cost effective so that user fees cover all direct costs. Performed pre- and post-activity reports for all programs and special events.
- Added additional class offerings to meet citizen demand (Gymnastics, Blastball, Little Muskies Football Skills, Flag Football)
- Added a third Sand Volleyball court due to high interest in Sand Volleyball leagues.

Soccer Division



- Completed the roof painting project on both shelters and both buildings in the Complex.
- Continued to strive for positive relations with facility guests and associations by conducting regular meetings on relevant issues with various sponsoring organizations.

- Continued efforts to maximize revenues and overall efficiency of division operations.
- Continued to support and assist other departments and city divisions as requested.
- Continued to recruit and train quality seasonal and full-time staff as needed.
- Maintained facility at a high quality for the 2017 season. Usage results will be provided at the conclusion of the operating year.
- Hosted tournaments throughout the playing season. Usage results will be provided at the conclusion of the operating year.
- Conducted regular staff meetings focusing on safety and providing a quality facility for providing a positive experience for our guests.
- Worked with the concessionaire to provide a quality experience for our guests.
- Purchased and assembled 10 small goals.
- Completed the installation of the Field #2 lighting project.
- Painted the lines in the Soccer Complex parking lot.
- Currently working on sidewalk and parking lot light replacement project.

Wellness Division

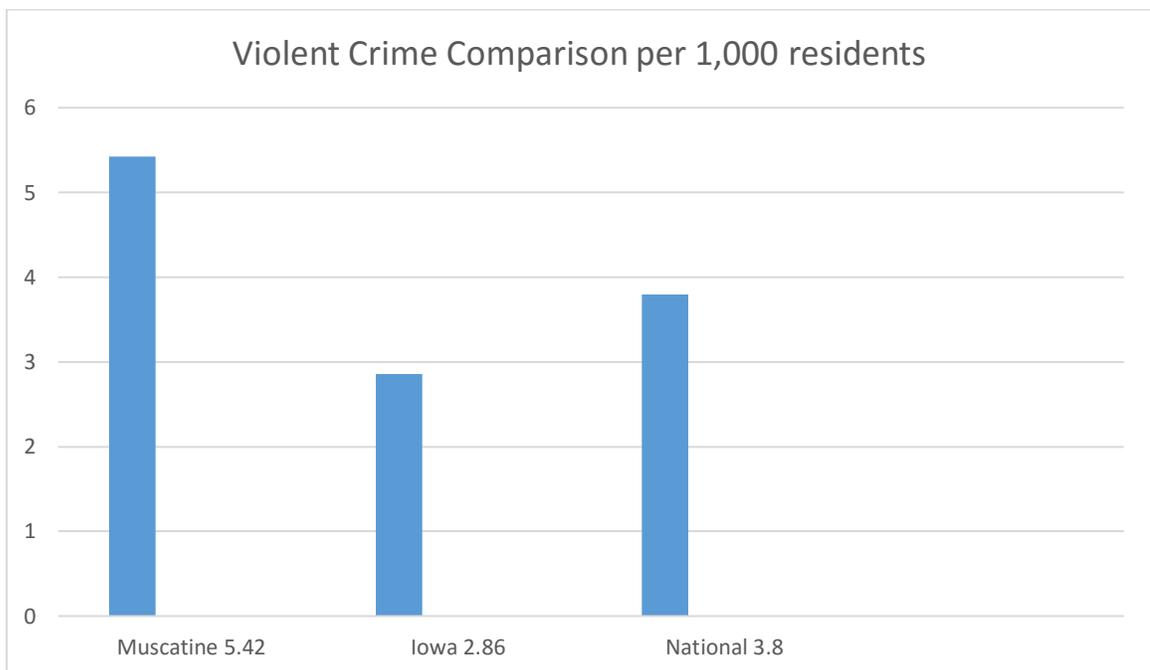
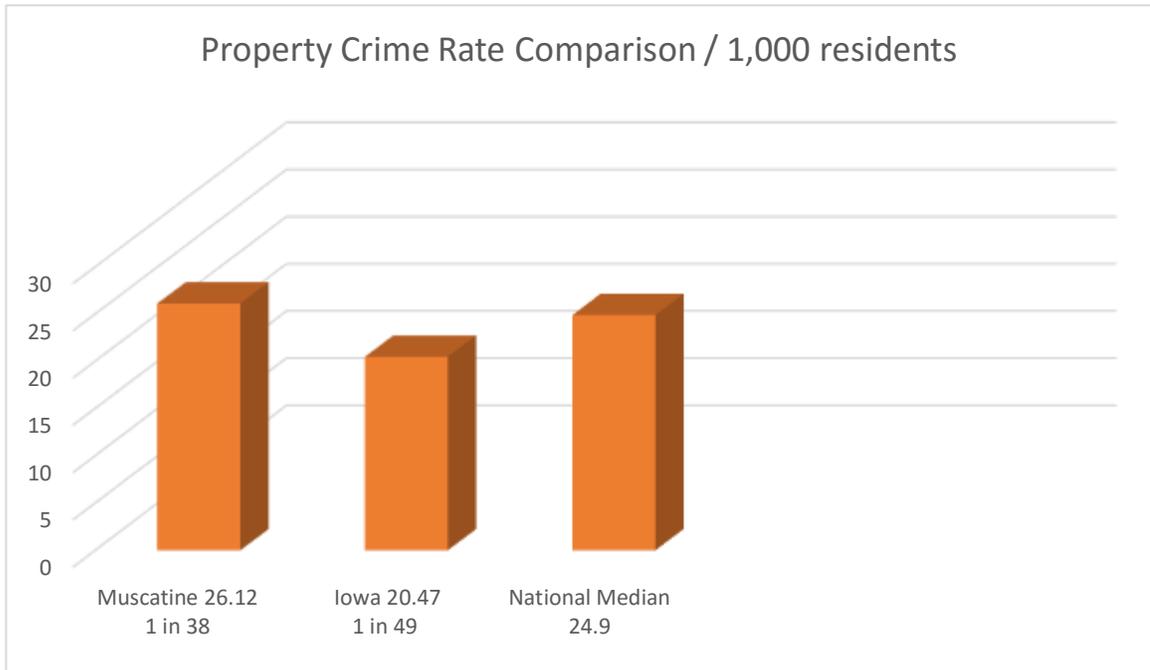
- Met with each department to educate employees about all the wellness program offerings, specifically the THRIVE program.
- Met with the Wellness Committee to discuss current and future programming and incentive ideas.
- Continued as a Blue Zones certified worksite.
- Monitored and marketed THRIVE, an active lifestyle incentive program.
- Continued with Walk the Big Muddy, and employee walking incentive program.
- Administered employee flu shot program.
- Administered employee wellness screening program.
- Administered employee hearing checks.
- Conducted the Biggest Loser weight loss incentive program.
- Conducted Weigh-To-Go, a holiday weight-maintenance enticement program.
- Administered Fitness Reimbursement program.
- Repeatedly met with Human Resources to brainstorm ways to educate employees and promote the use of the Wellness programs.
- Continued to meet with Human Resources to identify current employee health trends.

MUSCATINE POLICE DEPARTMENT

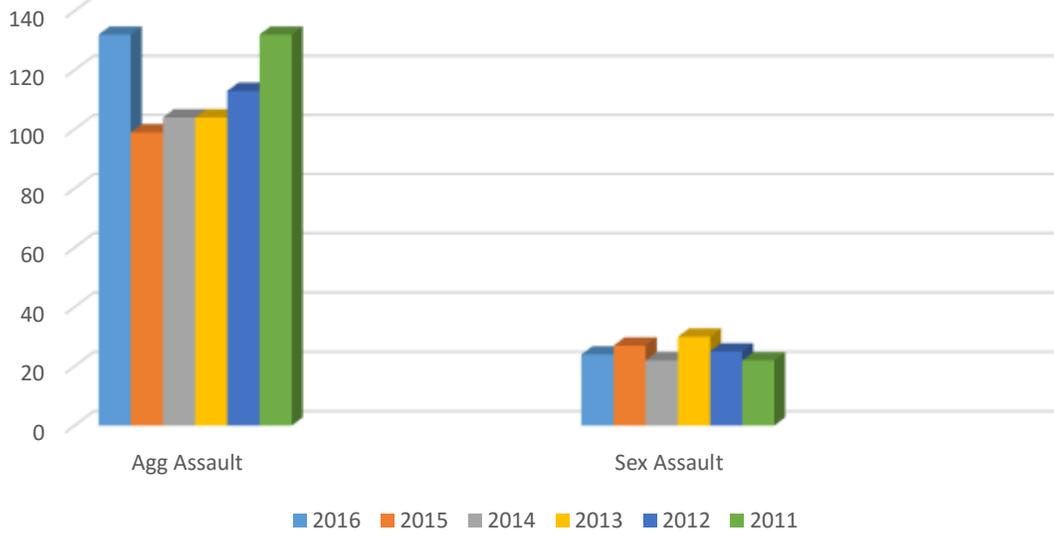
- The department came in under budget for the seventh year in a row.
- We have worked hard at maintaining the ATE program along with complying with the newly created and contradictory IDOT Admin Rules. We have continually seen a drop in crashes and citations at all but one of the intersections where this equipment is in place creating a safer environment. The one approach/intersection where the crash rate has not significantly declined was never targeted for accident reduction but was targeted for speed reduction entering a business district. That goal has been accomplished there. We expanded our ATE program to include a mobile ATE vehicle. This vehicle has been used throughout the city where speeding is an issue and also in school zones.
- We currently have one recruit officer at the academy and will be hiring one more officer to attend the January Academy at ILEA.
- The Special Response Team has trained monthly and worked with businesses and the school district utilizing their properties. This has helped with scenario based training for active shooter types of training.
- With a generous donation of \$41,600 from Kent Corporation we were able to outfit our Special Response Team with new ballistic vests and related equipment.
- The Police Department planned, set up and conducted a one-day active shooter training with our personnel, Sheriff's Office, MUSCOM, Fire Department, EMS, Hospital staff, and other entities within the county at the High School. We also utilized students to role play in our scenarios.
- The Chaplin program has three participants at this time and that is the highest number of participants since inception. They continue to be a vital part of our "team" here at the PD, participating in Shop with a Cop, Coffee with a Cop, Police memorial week ceremonies and ride along with the officers. They have been invaluable when it comes to death notifications and any other type of call where a chaplain has been called in to assist with situations for support.
- The department hosted our own booth at the Holiday Stroll last year where we gave away hot chocolate and food coupons. We partnered with Menards to give away 100 pairs of hats and gloves for the kids at the event. The Special Response Team took sole responsibility for working the event and providing security for the crowd. Members of the SRT also assisted at the booth and enjoyed great interaction with the attending crowd.
- We continue to maintain the grant that pays for a portion of the expenses for the Muscatine County Drug Task force.
- The School Resource Officers and Street Crimes Unit continues to operate and play a vital role in our schools as well as the city in keeping everyone safe in the community. The SRO's participated in National Night Out and Family Night at the YMCA as well as attending numerous school events throughout the school year. The SCU Officers attended meetings with the South End Neighbors Safe Streets meetings held periodically.
- The department promotes community policing efforts with park and walks, bike patrol, attending community events, attending neighborhood group meetings and just being visible to the public. With an increased emphasis in getting officers out of squad cars and walking the streets, schools and businesses we have been successfully promoting not only community policing but also the basic tenants of the Blue Zone Worksite designation.
- The department continues to work with different housing divisions throughout the city with an officer assigned to them. This has fostered many positive interactions within these housing additions.

- We continue to have Coffee with a Cop and Reading with a Cop at the library. We just recently had our K-9 officers at McDonalds doing finger prints as well as showing off our K-9's to the kids. We have had great feedback from these programs and we intend to see what other types of programs we can come up with to try and create positive interaction with the citizens of Muscatine and Fruitland
- The department maintains its own webpage to push out information. With the new communications manager we have worked closely with her to help push out even more information than ever before on social media
- The Street Crimes Unit has continued to monitor gang activities in the city especially through social media. The SCU has been a valuable information source for the Drug Task Force as well as assisting with drug investigations that involve gang members. They continue to be an important asset for the department.
- Governor's Traffic Safety Bureau stats reveal a seatbelt usage compliance rate of 97% again this year. Statewide rate is 93%
- Maintained bullet proof grant funding – The department was able to secure \$1,500 in grant funding this past fiscal year to reimburse up to 50% of the cost of body armor for the officers.
- 2017 Justice Assistance Grant (JAG) – The department was awarded \$19,613.00 as part of the JAG Direct Award this past fiscal year. 20% was provided to the Muscatine County Drug Task Force for personnel expenses and \$7,845.20 was given to the Sheriff's Office. Both were requirements of the grant program. The department retained an equal share equating to \$7,845.20 that was used to purchase new less lethal weapons to replace aging, outdated equipment.
- The department, along with the other partners in the Muscatine County Drug Task Force, were successful in applying for and being awarded funding through the State of Iowa Office of Drug Control Policy's (ODCP) Byrne Justice Assistance Grant to maintain personnel and operations for another fiscal year.
- The Major Crimes Unit has worked hard to keep their clearance rates higher than the national average. They continue to work cohesively with state and federal agencies in multi-agency investigations and prosecutions.
- The Major Crimes Unit had one case involving a shooting that incurred over 300 manhours. It took them to Fairfield Iowa attempting to find the subject and interview him. It resulted in an arrest and he is currently awaiting trial.
- The Major Crimes Unit goal is to proactively deter crime, whether it involves the violent crimes such as sexual assault/abuse that the MCU focuses on or the drug crimes which the MCDTF focuses on. The MCU will continue to strive for advanced training in areas homicide investigation, sex abuse investigation and cyber-terrorism preparedness. The MCU will continue to have a primary focus on victim orientated offenses (homicide, sexual assault, child pornography) with property offenses (burglary, theft, criminal mischief) as a secondary priority. We will continue to use social media to involve the public to help us develop leads in serious crimes.
- The department continues to have officers out in the public doing "park & walks" during their tour of duty. Officers are encouraged to get out of their squad car for at least a half hour to build relationships and foster community relations with the public while walking their assigned area. We like them to get out into the schools as well to attempt to establish relations with the students and staff.
- The department has made every effort to be a part of community events and promote a positive image of the PD and the city as a whole. We have assigned our bike patrol officer to events such as the Melon City Criterium, 4th of July, International fair, Healthy living festival, and other Multicultural events throughout the community. All of this helps create and maintain positive relationships with the community we serve.

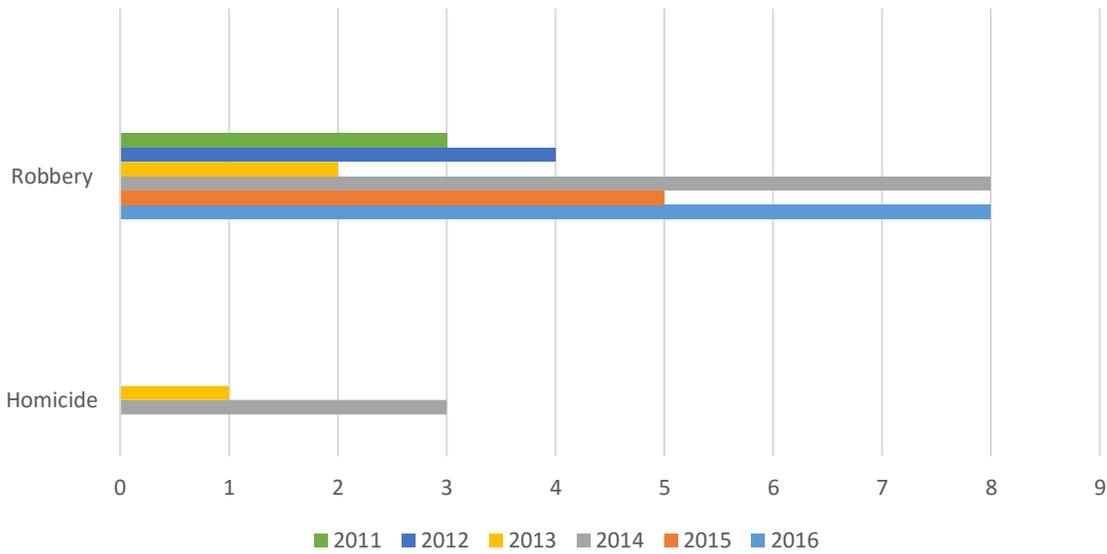
- The department recognized several officers for going above and beyond their regular duties last year including three that were awarded lifesaving awards.
- The department brought in an expert to train our Evidence Technicians for all of our evidence techs. This was an intense 40-hour course with hands on training.

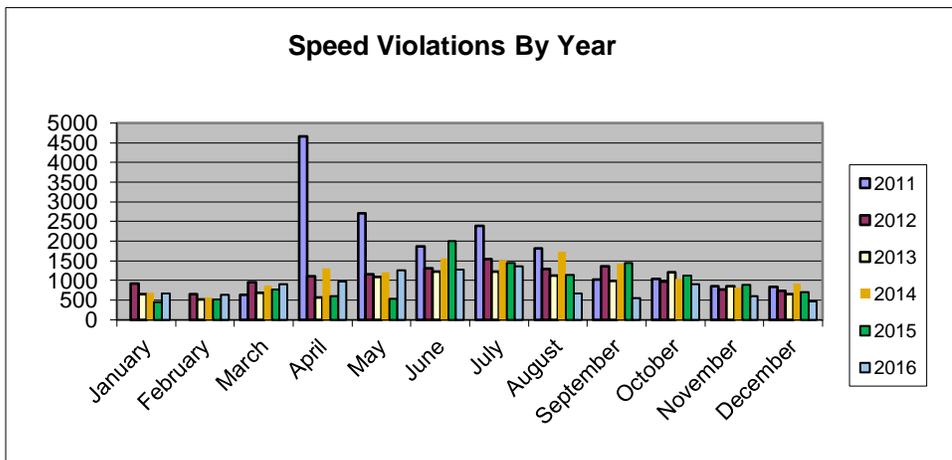
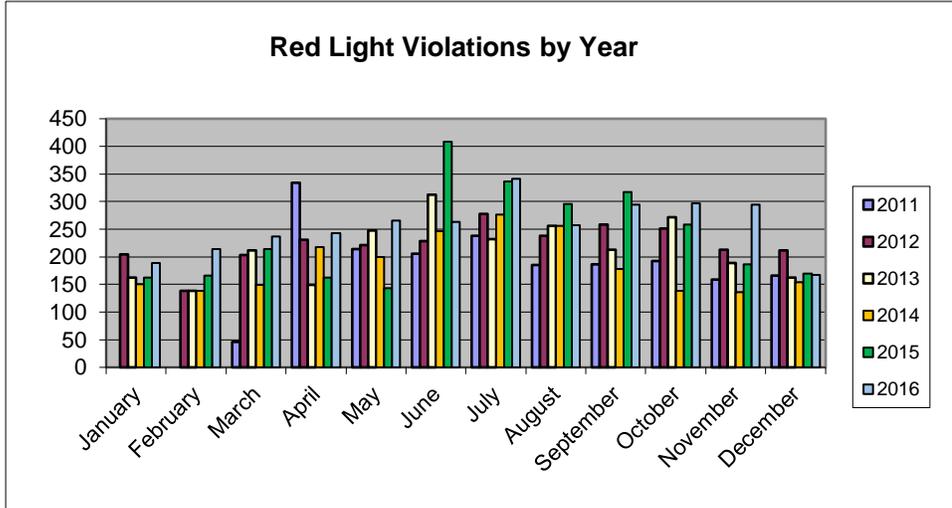


Reported Incidents 2011 - 2016



Robbery / Homicide 2011 to 2016





Finance Department

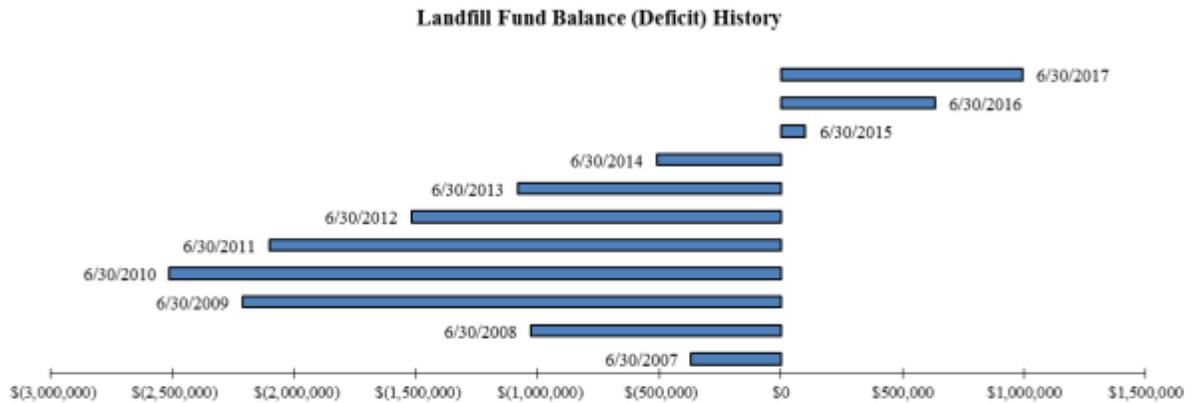
1. **GFOA Budget Award.** The City received GFOA's Distinguished Budget Presentation Award for the 2017/2018 Budget. This was the 33rd consecutive year the City received this award.
2. **GFOA Certificate of Achievement for Comprehensive Annual Financial Report.** The City was awarded its 26th consecutive Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report (CAFR) for the year ended June 30, 2016. The CAFR for the year ended June 30, 2017 will also be submitted for consideration for this award.
3. **GASB Statement Implementation.** The City implemented Governmental Accounting Standards Board (GASB) Statement 68 in the comprehensive annual financial report for the year ended June 30, 2015. The impacts from this statement continued in the years ended June 30, 2016 and June 30, 2017. This

Statement requires governments to recognize their long-term obligations for pension benefits as a liability and will enhance accountability and transparency through revised and new note disclosures and required supplementary information. These long-term liabilities include the City of Muscatine's portion of the unfunded liabilities of the IPERS and MFPRSI (Municipal Fire and Police) retirement systems. As of June 30, 2015, the City of Muscatine's portion of net pension liabilities for the two systems was \$4,577,583 and \$6,361,984, respectively, for a total \$10,939,567. As of June 30, 2016, the City of Muscatine's portion of net pension liabilities for the two systems was \$5,456,694 and \$8,266,801, respectively, for a total \$13,723,495. As of June 30, 2017, the City of Muscatine's portion of net pension liabilities for the two systems was \$6,811,690 and \$10,763,285, respectively, for a total \$17,574,975.

GASB Statement 77 was effective for the comprehensive annual financial report for the year ended June 30, 2017. This statement requires governmental entities to disclose in the notes to the financial statements abated taxes from tax increment financing (TIF) rebate agreements as well as tax abatements in revitalization areas. TIF rebates in the year ended June 30, 2017 totaled \$1,128,816 for nine (9) developments and tax abatements totaled \$65,072 for twenty (20) properties. The City was also required to notify other taxing entities of the impact of these rebates and abatements on those entities' tax receipts so that information can be disclosed in their respective annual financial reports.

4. **Landfill Deficit Reduction/Elimination**. Finance staff continues to monitor the long-term plan to eliminate the accumulated deficit in the Landfill fund. In the summer of 2010 the Finance Director participated in and prepared financial information for the Chamber Committee appointed to study and evaluate the landfill deficit of over \$2.5 million as of the end of the 2009/2010 fiscal year. Recommendations of the Committee were implemented in October of 2010 which were projected to assist in substantially reducing or eliminating this deficit over the upcoming years.

In 2010/2011 the Landfill deficit was reduced by \$412,000 to \$2,100,612. The deficit reduction for 2011/2012 was \$582,320 to \$1,518,292; in 2012/2013 the deficit was reduced by \$435,957 to \$1,082,335; in 2013/2014 it was further reduced by \$573,309 to \$509,026; and in 2014/2015 the deficit was eliminated and there was a positive balance of \$100,576 in the Landfill fund. The fund balance increased to \$635,191 at the end of the 2015/2016 fiscal year and further increased to \$993,064 at the end of 2016/2017. This balance is sufficient to fund construction of the next landfill cell which is currently in progress.



5. **Capital Projects Financing Plans.** The Finance Director continues to monitor and update the financing plans for the City's capital projects. Cost estimates and financing for each of the City's projects were reviewed as part of the 2017/2018 Budget. The major projects in 2017/2018 are the continued construction on the first phase of the Mississippi Drive Corridor reconstruction project, completion of Phase 3-C and the start of Phase 4-A of the West Hill Sewer Separation project, completion of the Mulberry Avenue reconstruction project, completion of the Kent Stein to Deep Lake Park Trail project, the Railroad Quiet Zone project, completion of the Airport Apron Expansion and T-Hangar design project, renovation of the former HNI Corporation headquarters building into the new HNI Community Center and Musser Public Library, continued public building deferred maintenance projects, the WPCP High Strength Waste Receiving Station, and the purchase of a new aerial fire truck. The ongoing Pavement Management Program is continuing with funding from the 20% allocation of Local Option Sales Taxes and Road Use Tax funds, and the New Sidewalk Construction project will continue with funding from the Road Use Tax fund.

West Hill Sewer Project. In November of 2012 the City was notified that the E.P.A. approved the 4-year extension (to 2028) for completion of sewer separation projects identified in the E.P.A Consent Order. In the spring of 2015 bids were received and the contract awarded for the 3rd phase of the West Hill Sewer Separation project. Phase 3 is being completed in calendar years 2015, 2016, and 2017. The 3-year work schedule allows for Local Option Sales Tax funds to be available to cash flow the costs for this phase of the project. Phase 4 is currently under design and will also be completed in three calendar years, 2018, 2019, and 2020.

Mississippi Drive Corridor Project. The engineering design contract for this project was awarded in the summer of 2015 and the engineering firm continued their work on this project in 2016 and 2017. The first phase of this project from the Mississippi River Bridge to Broadway, excluding the Mulberry Avenue intersection, was let for bids and construction began in June of 2017. The \$13 million in Transfer of Jurisdiction funds the City received from the State in early September 2014 and a \$4 million contribution from the Canadian Pacific Railroad will be used to fund this project.

6. **West Hill Sewer Long-Term Financing Plan**. City staff requested and received cost projections from Stanley Consultants for all future phases of the West Hill Sewer Separation project. Based on this schedule, the long-term financing plan for the project has been updated by finance staff and Public Financial Management, the City's financial consultant. This plan was reviewed with City Council at the September 14, 2017 In Depth meeting. It is estimated that after phase 3 of the project is completed this year, that the overall West Hill Sewer Separation project will be 35% complete. The costs for the remaining phases are estimated at over \$40 million. Local Option Sales taxes (pending approval at the referendum to renew the tax) and the funds being set-aside from the WPCP and Collection & Drainage funds each year since 2011/2012, are expected to fund phases 4 and 5 of the project. A State Revolving Fund (SRF) Loan is projected to be needed by 2023 to fund phase 6 of the project. Based on the current cost estimates, it is projected that an SRF loan in the amount of \$22.8 million will be needed. The loan repayment schedule is currently projected for 10 years through fiscal year 2033/2034. Based on the loan amount and the 10-year repayment schedule, it is proposed that the local option sales tax be renewed for 15 years after its expiration on June 30, 2019 and that 80% of the proceeds of the tax continue to be allocated to this project as well as to the annual debt service payments on the SRF loan.

7. **Local Option Sales Tax Renewal Plan**. The current local option sales tax period will expire June 30, 2019. The proposed timeline to schedule the local option renewal referendum was reviewed with City Council at the September 14, 2017 meeting. The referendum date has been tentatively scheduled for March 6, 2018. Based on that date, City Council will need to submit a formal request including the ballot question, to the County Auditor no later than December 7, 2017. It is proposed that the request to the County Auditor and the ballot question be included on the November 16 agenda. As noted at the In-Depth meeting, it is proposed that the Local Option Tax be extended for 15 years and continue the 80% sewer and 20% pavement management allocation. This 15-year period will allow funding for both current West Hill Sewer project costs as well as repayment of the SRF loan for the project. Once the referendum and ballot question are finalized, staff will prepare educational information for the public on the planned usage of the tax. A Chamber Committee has been established to assist staff with the local option sales tax renewal public education efforts.

8. **OpenGov Implementation**. A City Council goal in recent years has been to increase public communication with a focus on increased transparency and ease of use for City Council, City staff, and the public. City Council approved the contract with OpenGov on April 20, 2017 and the project "Kickoff" was May 11, 2017. The financial data from the City's financial software system can be integrated directly into the OpenGov software. The initial focus of the project was on financial information and Finance staff worked with OpenGov staff to upload the chart of accounts, actual financial information, classify information, and to set up reports. A team consisting of the Finance Director, Accounting Supervisor, Accountant, IT Manager, Communication Manager, and City Administrator worked on this project. An overview of the system was presented to City Council at the July 13, 2017 In Depth meeting and the system went "live" via the City's website as of that date. The system includes financial information for each fiscal year beginning in 2011/2012 and has recently been updated to

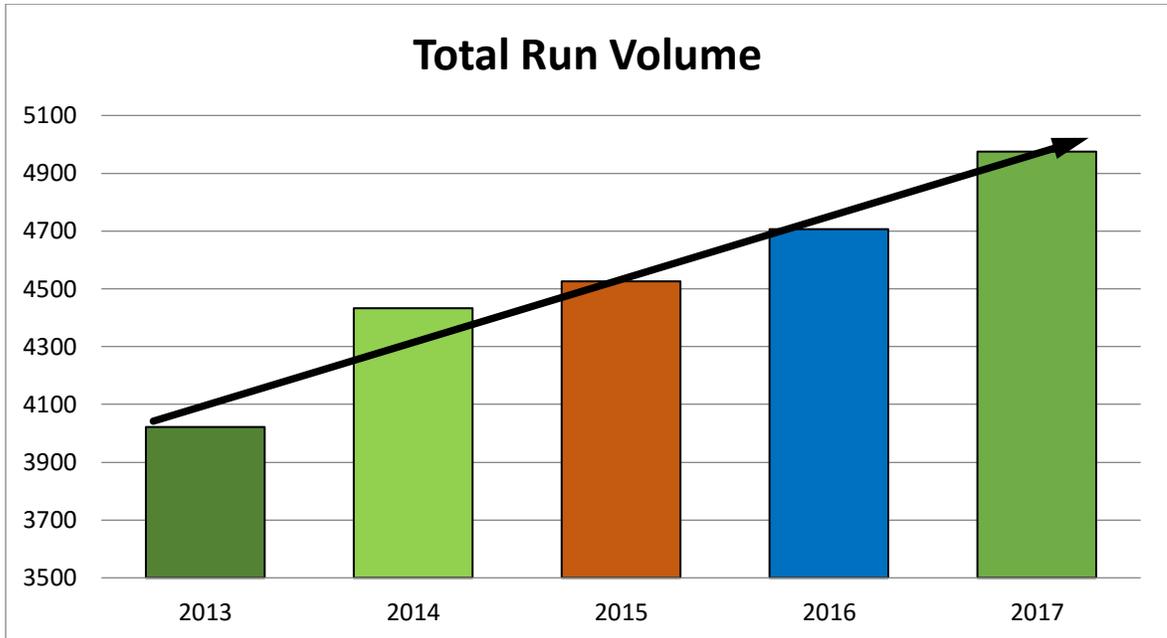
include the actual 2016/2017 financial information. Four types of financial reports are available (1) Annual Financial Reports for Operating Funds (for both revenues and expenditures), (2) Monthly Financial Reports for Operating Funds, (3) Capital Projects Funds, and (4) Open Checkbook – multi-year beginning in FY 2014/2015. With each of these types of reports, users can “drill down” to get more detailed information. Efforts will next focus on adding department performance data to this system.

9. **Muscatine Mall TIF Development Agreement Dissolved.** The three parties to the original development agreement with the Muscatine Mall no longer had any ownership interest in the Mall and no ability to make improvements to this property going forward. With the agreement still in place, however, the City was still obligated to make rebate payments to the former owners and the remaining amount of potential TIF rebate obligations (\$5,174,263) was required to be considered as debt of the City and count against the City’s legal debt limit. In July of 2016 the City reached a settlement agreement with the former owners which terminated the agreement resulting in no future rebate obligations and no longer having to consider over \$5 million against the City’s legal debt limit.
10. **Economic Development, TIF, Tax Abatement.** Several potential new multi-residential and commercial developments are currently being considered by the City. Finance staff has assisted in evaluating impacts of establishing these as Urban Renewal Tax Increment projects with TIF rebates or establishing urban revitalization areas with tax abatements to assist with these developments. The recently completed Housing Demand Study demonstrated a need for the potential new multi-residential developments.
11. **Financial Software – Final Features to be Implemented.** The City went “Live” on the Springbrook financial software December 1, 2013 and we are nearing the completion of four years using the new system. During the past year the Fire department began entering payroll hours into the decentralized payroll time entry system. This department has unusual payroll requirements and Finance staff delayed this process for the Fire department anticipating that the Fire FLSA programming would be completed. Several times in recent years Finance staff began working with Springbrook personnel to implement the final feature of the software which involves Fair Labor Standards Act (FLSA) payroll requirements for the Fire department. Due to Springbrook being purchased by Accela and related staff changes at Springbrook/Accela, this system is not yet in place.
12. **To review and draft proposed updates to various City policies** including the Purchasing Manual, change order policy, and vacation/sick leave. Due to other projects, specifically implementation of the OpenGov software system, work on this objective has not yet begun.
13. **Evaluating Impacts of New Rate Schedule for Commercial Refuse Collection Accounts with Dumpsters.** Due to staff changes in the Finance department and other projects, specifically implementation of the OpenGov software system, work on this objective has not yet begun.

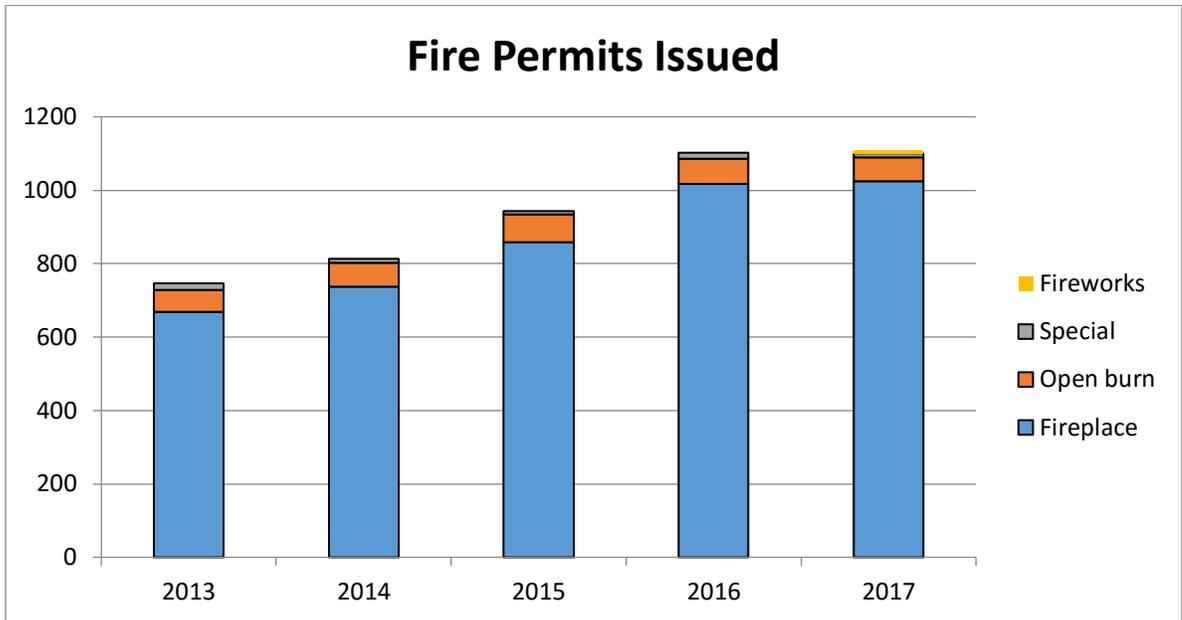
MUSCATINE FIRE DEPARTMENT

Fire

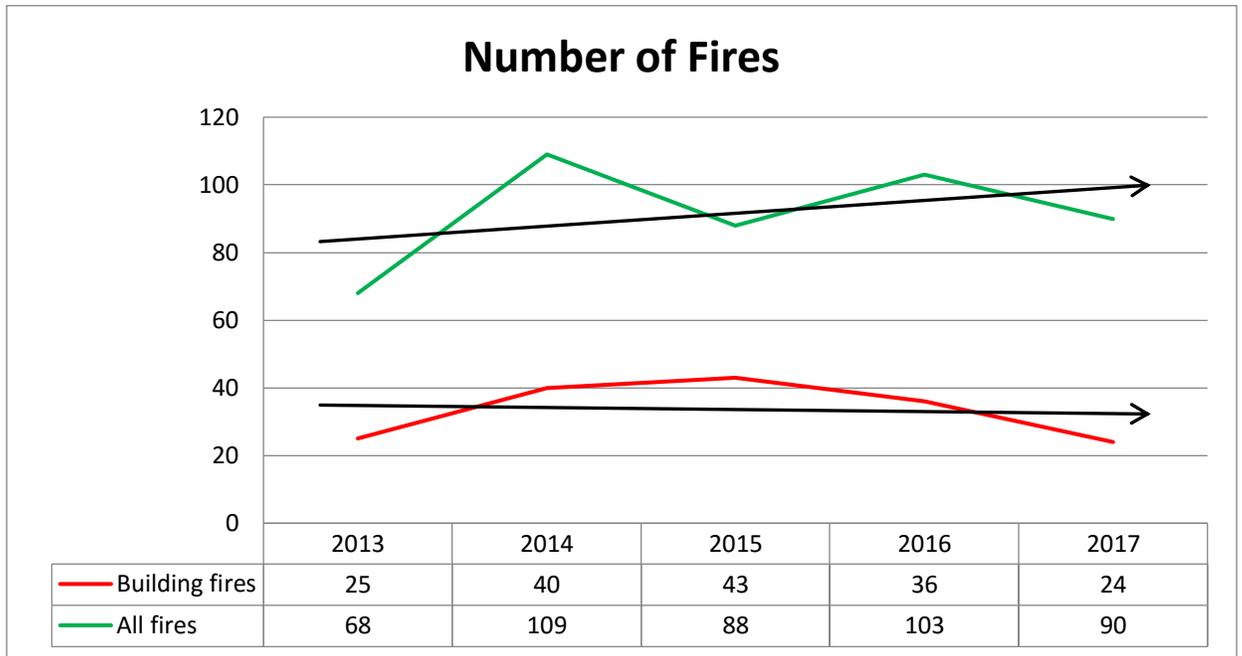
- Saw an increase in run volume; 5.7% from 2016 and 23.7% from 2013 (Est)



- Assisted in development of a fireworks ordinance for the City
- Developed an entire fireworks permitting and enforcement program subsequent to an unanticipated change in state law
- Fire permits issued stabilized, increasing 47.1% from 2013 but essentially flat from 2016 estimated

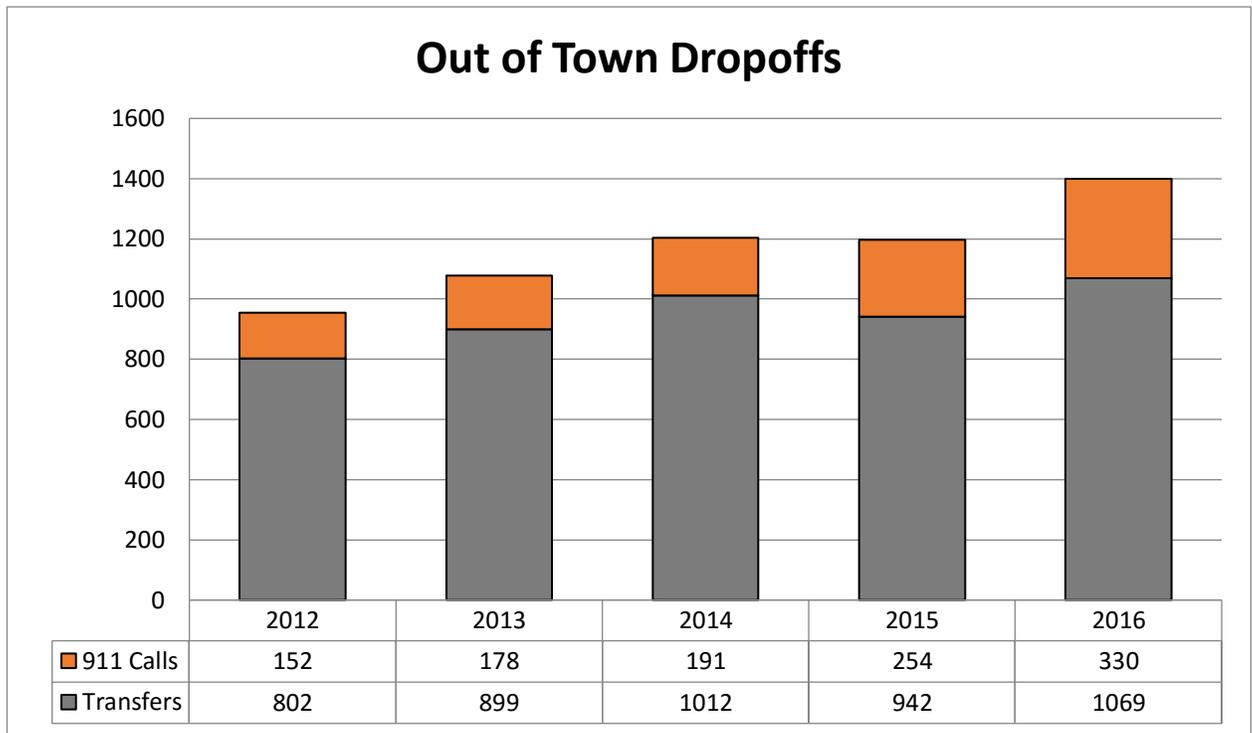
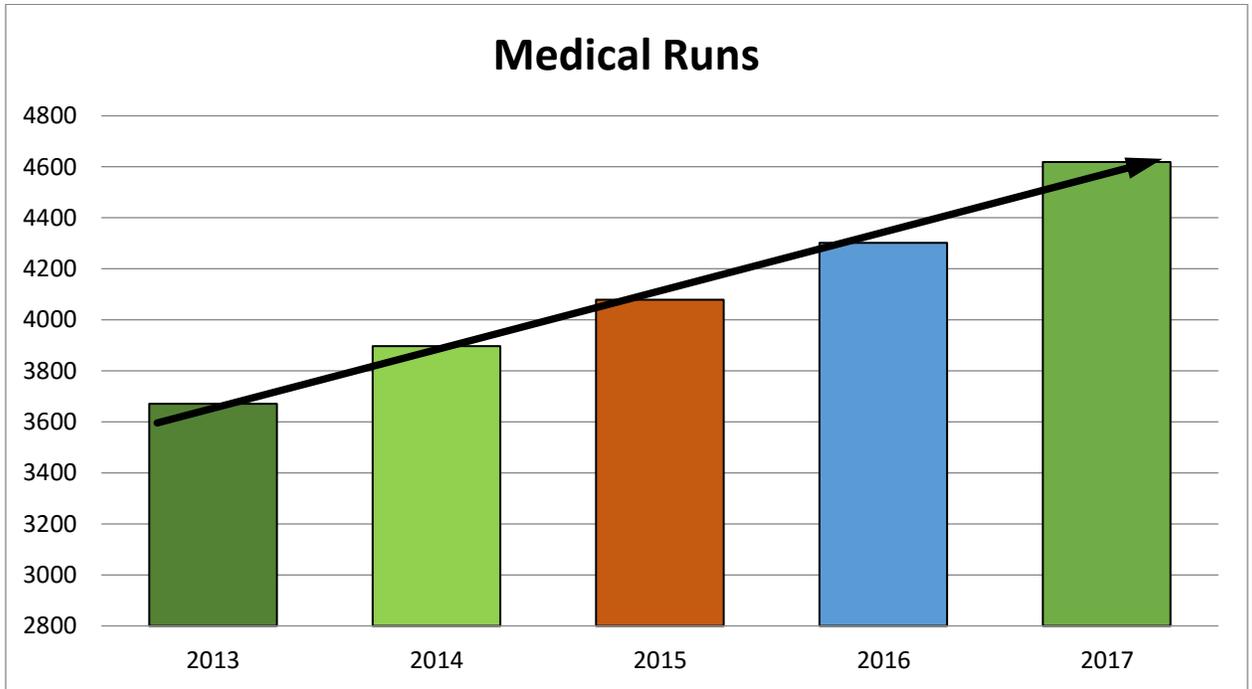


- Performed 10 fireworks license inspections for the State of Iowa Fire Marshal Office
- Issued 10 fireworks sales permits, collecting \$2,000 in permitting fees
- Performed inspections at least every weekday for all fireworks tents from permit issuance through July 4th
- Continued social media outreach using Facebook and Twitter. The Facebook account has reached almost 204,000 people in the last year and has 'engaged' about 2,700 people per month on average. The page presently has about 3,050 'likes'. *(Marketing)*
- Created specifications and purchased a new platform aerial truck to replace a unit that was at end of life *(Continuous Service Improvement)*
- Saw a 32.4% increase in total fires from 2013 and a 12.6% decrease from 2016; building fires were one less than 2012 and dropped 33% from 2016



EMS

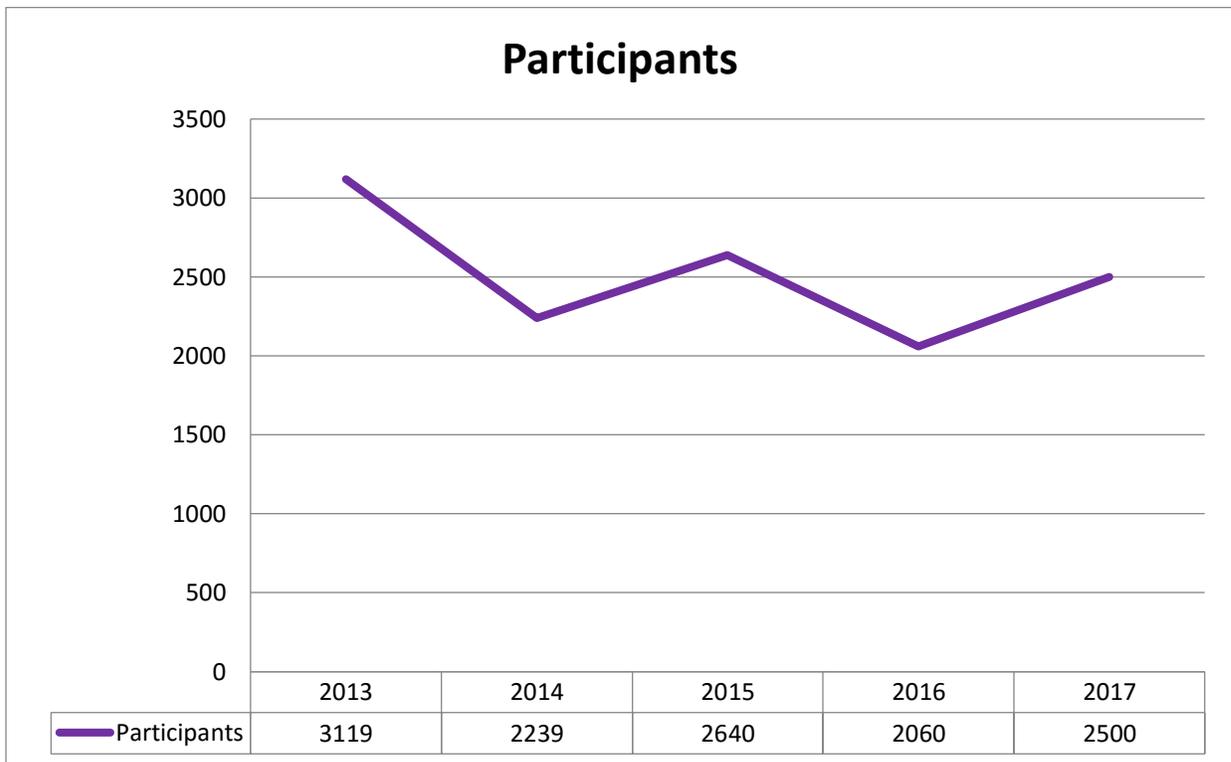
- Continued cardiac enzyme blood testing pilot project and remain the only ambulance service in Iowa with this type of testing capabilities. Test results are used to help determine transport destinations for cardiac patients. *(Continuous Service Improvement)*
- Created specifications, purchased, and put into service a new ambulance to replace a unit that was at end of life *(Continuous Service Improvement)*
- Awarded \$9,900 in grants to pay for upgrading four personnel to the Critical Care Paramedic level. *(Continuous Service Improvement)*
- Hosted the 8th Annual EMS Saturday conference at Discovery Park. This event draws participants from throughout Eastern Iowa as well as serving MFD personnel. *(Marketing)*
- Saw a 7.3% increase in total medical calls, an increase of 12.0% for out of town drop-offs, and a 10.9% increase in out of town transfers from 2016



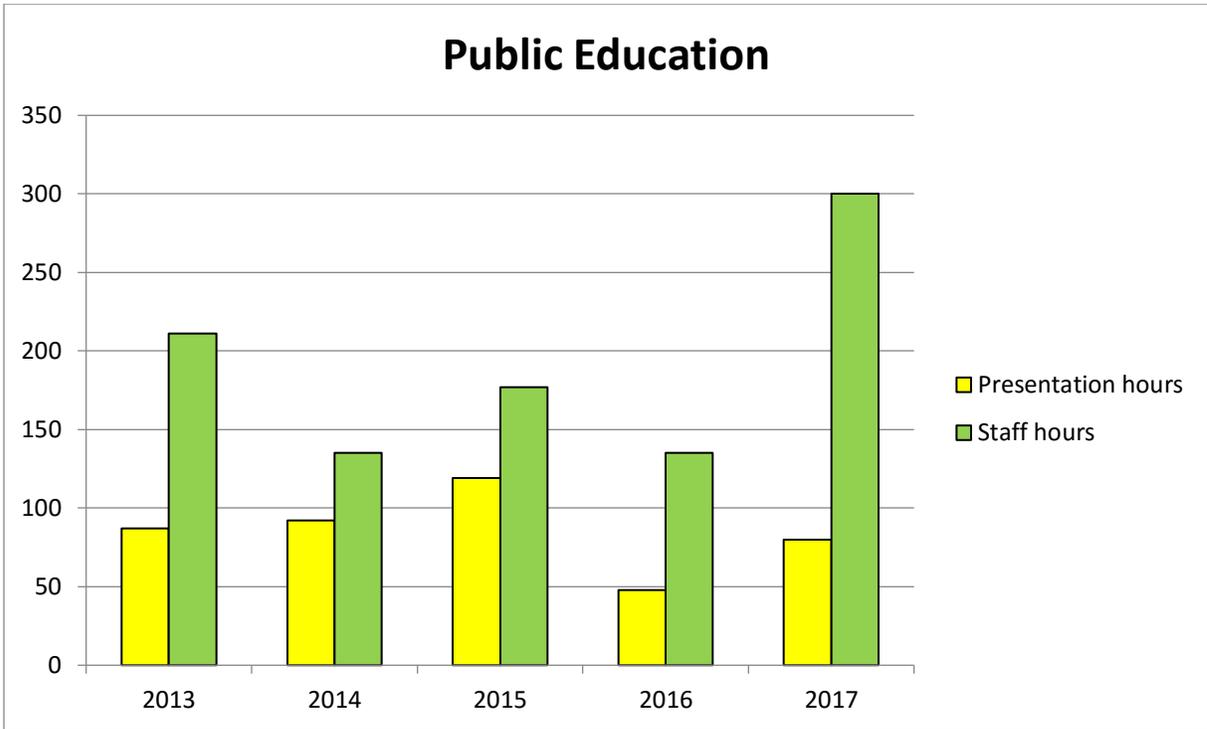
- Hosted the 19th Annual Muscatine County EMS Day at Farm & Fleet. *(Marketing)*

PREVENTION

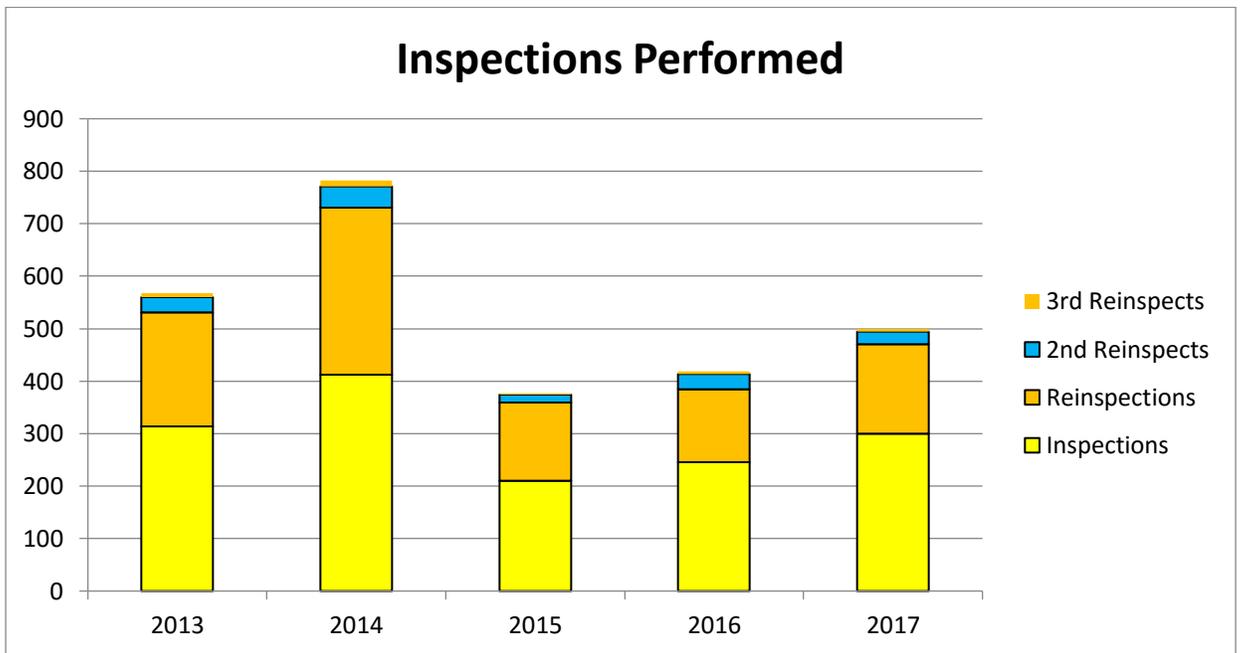
- Continued annual public education classes, focusing on grades 1,3, and 5(*Continuous Service Improvement*)
- Car seat technicians inspected 20 child safety car seats (*Continuous Service Improvement*)
- Placed roughly 84 smoke detectors through an in-house program and in cooperation with the Day of Caring; placement includes a household safety check (*Continuous Service Improvement*)
- Saw a short-term improvement in the number of persons reached in Public Education offerings, up 21.4% from 2016 but still down from 2013 by 19.8%



- Saw an increase in staff hours for presentations, increasing by 150% over 2016



- Saw a 79.9% increase in the number of fire violations and an increase of 19.6% in inspections held



TRAINING

- Hosted and utilized the two-county fire training trailer for two weeks (*Continuous Service Improvement*)
- Integrated an online record and training system, improving documentation of training and providing for a more flexible option for certain training topics (*Continuous Service Improvement*)
- Took advantage of out-of-department training; most of which was federally or grant funded. This includes multiple persons (6) attending National Fire Academy classes on campus in Emmitsburg, MD.; fire investigation and fire code conferences and classes in Ames and west Des Moines; Hazardous Materials training (6 members) in Anniston, AL, and additional Hazardous Materials training in crude oil response and hazard identification (5 members). (*Continuous Service Improvement*)
- Held a large-scale fire exercise at the old Beach Lumber building. It included mutual aid departments from Muscatine and Louisa counties as part of the training (*Continuous Service Improvement*)

HOUSING

Public Housing

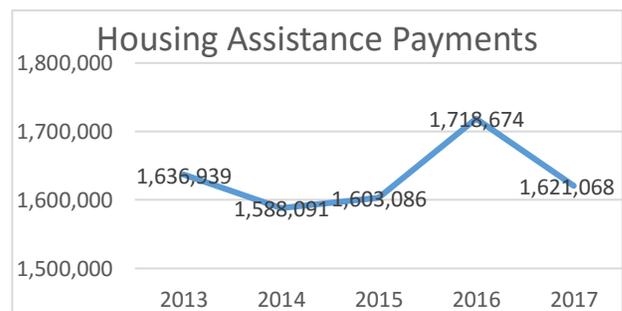
- Provided 170 families with affordable rental housing
- Maintained a 98.6% occupancy rate overall, 99.4% at Clark House and 97% at Sunset Park
- Rehabilitated 29 units due to turnover
- Completed 975 work orders with a 1.1 day average between tenant report and completion

Hershey Manor Management

- Maintained a 99% occupancy rate for the project
- Rehabilitated 6 units through turnover
- Completed 345 work orders with a 1-day average turnaround
- Property Manager certified as a Management and Occupancy Specialist

Section 8 Housing Choice Voucher Program

- Made \$1,621,068 in Housing Assistance Payments, assisting an average of 330 families pay for privately owned rental housing units
- Admitted 50 new families to the program
- Referred 77 households to the Homeless Prevention Navigator, resulting in 71 households retaining the housing assistance



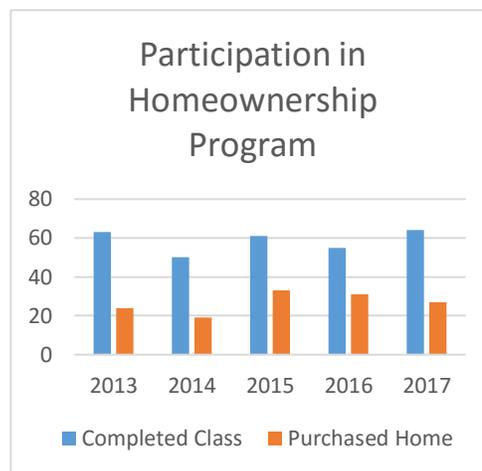
- Maintained “high performer” status for the 10th year in a row, based on an evaluation of 12 mandated program components

Family Self-Sufficiency

- Maintained an average program enrollment of 24
- Deposited \$17,908 into qualified, client escrow accounts
- One FSS participant graduated and earned \$5,393 from the escrow account
- Revised the program plan to facilitate improved success rates

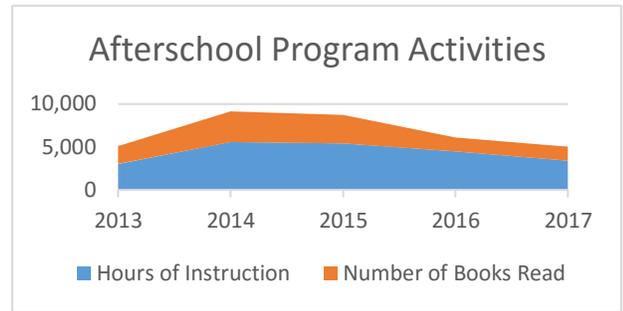
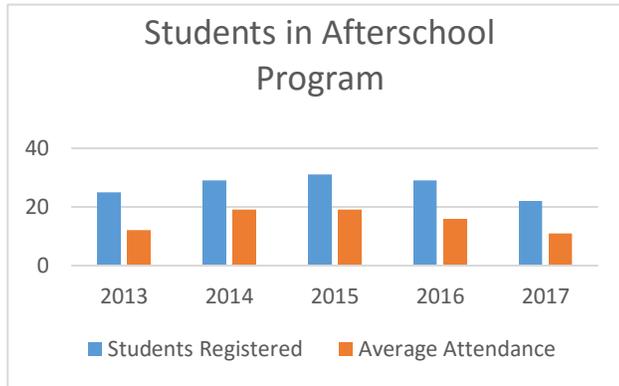
Housing Counseling Program

- Conducted seven First-Time Homebuyer Education Classes
- 64 Households received Certificates of Completion of Homebuyer Education Course
- 27 Households became first-time homebuyers, including one Housing Choice Voucher participant
- Completed 157 individual counseling sessions to address credit awareness and repair, money management, loan qualification and foreclosure counseling



Sunset Park Afterschool Program

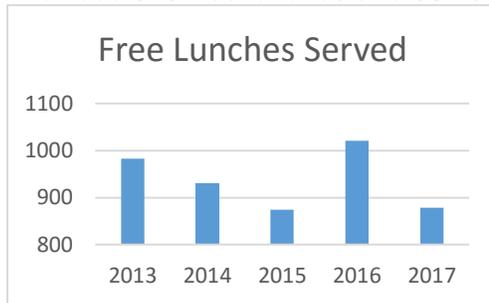
- 22 children were enrolled in the Afterschool Program with an average daily attendance of 11 over the 159 days of operation
- 8 students had an attendance rate of 80% or higher; 2 students had a 98% attendance rate
- The program had 12 new students, including 2 kindergartners but most were part of families that had recently moved into Sunset Park
- Children were provided 3,378 hours of instruction
- 1,648 grade level books were read by participants



- All participating 3rd graders met the critical goal of reading at grade level by the end of the year
- 75% of the students were at benchmark or above in reading and math

Sunset Park Summer Enrichment Program

- Provided 879 free lunches and 864 snacks to children living at Sunset Park



- 28 children were provided the opportunity to participate in 32 off-site activities, from swimming, bowling and the movies to activities at Musser Public Library, Muscatine Art Center and the Environmental Learning Center
- 11 days of on-site programming offered resident children opportunities to engage in physical activity, including Zumba, water balloon baseball, and obstacle course races as well as learning opportunities including reading, healthy eating, personal safety and a variety of crafts
- The PILOT Club supported enrichment activities with a \$200 donation
- Two new grants were secured from the Community Foundation and CCPC

Water Pollution Control Plant

- 1.63 billion gallons of water were recovered, treated and returned to the watershed. This is slightly under the 1.94 billion gallons recovered last year likely due to increased sewer separation and water efficiency in homes and businesses.
- 583,775 gallons of high strength waste were recovered from regional restaurants, food service establishments and industries. This is an increase of 236,167 gallons from 2015.
- 399 deliveries of high strength waste including FOG (fats, oils & greases) were recovered, 112 more than in 2015.

- 23.2 million SCFM (standard cubic feet per minute) of renewable biogas was recovered from the anaerobic digesters, and increase of 400,000 SCFM over 2015. New meters and regulators are to be installed that will record biogas that is being created outside the meters current range.
- 1,130 septage deliveries were received totaling 1.2 million gallons. This is a decrease from 1.7 million in 2015.
- 1,650 gallons of sodium hypochlorite was dosed to the process. This is an increase from 2015 but a decrease over the previous 4 years. 2,200 gallons were used in 2014.
- Two different chemicals were tested to reduce the amount of pipe clogging struvite produced in the system, saving annual struvite removal events by staff from four to two. A minimum of four staff members are utilized a full day for each of these events.
- On-call after hour response events dropped from 29 to 18 from 2015 to 2016 reducing overtime costs by a minimum of two hours per response.
- 53 FOG inspections were conducted leading to 78 additional FOG deliveries and six new restaurants sending FOG organics to the plant.
- 13 industrial inspections were performed on all 13 permitted industries.
- One full-time position in the Maintenance Department was eliminated by attrition due to a retirement. All duties performed were spread to three departments.
- One full-time Maintenance I position in the Maintenance Department was eliminated by attrition due to retirement and changed to a ¾ time Custodial I position.
- One Operator I attained an Operator II license as well as a Grade I Collection System Operator license.
- Two studies were started in the Lift Station Department involving I&I (inflow and infiltration) that tracks storm water in the sanitary system and odor control chemical dosing. Both are currently under evaluation.
- The ME Lab (Muscatine Environmental Laboratory) at the WPCP became certified for SDW (Safe Drinking Water) for coliforms, nitrates/nitrites and fluoride.
- The ME Lab completed and passed the State of Iowa audit for certification for wastewater analysis.
- The ME Lab staff worked diligently to fulfill the requirements of the Nutrient Reduction Study as mandated by the Iowa DNR while maintaining all required testing for the plant.
- The ME Lab is working with Muscatine County to test drinking water for Muscatine County residents under the Grants to Counties Drinking Water Program testing nitrates/nitrites and total coliforms for private wells. The lab has also provided testing for multiple public water systems. A total of 80 samples in seven months of certification have been tested.
- The ME Lab has analyzed a number of Performance Evaluation (PE) and DMRQA (Discharge Monitoring Report-Quality Assurance) samples which is required testing for NPDES (National Pollutant Discharge Elimination System) Permits. All analysis passed criteria.
- 6 million gallons of biosolids were applied to 467 acres, returning recovered nutrients to farm land as natural fertilizer.
- Two acres surrounding the biosolids lagoons were seeded with native pollinators as part of a sustainability initiative for less mowed grass and increased native habitat.

- 35 acres of under-utilized City property around the Transfer Station were put into native habitat protection in conjunction with the US Fish & Wildlife Service (USFWS) and the Muscatine Pollinator Project. This new Pollinator Park was seeded with grants and will be maintained by local volunteers, the USFWS, The Nature Conservancy, Muscatine County Conservation and City staff. It will include a 300-tree nursery to replace city trees lost to disease and weather events.
- The WPCP aided the Transit Department in submitting a Federal Transit Authority Low-No Emissions Transit Vehicle Grant. The City was not awarded the grant but the process was valuable for future vehicle conversions and subsequent grant opportunities.
- The WPCP aided the Public Works and Transit Department in completing an Iowa Clean Cities Coalition Alternative Fuels Fleet Analysis Grant. This grant aided in decisions with renewable fuel available from the WPCP anaerobic digesters.
- The WPCP concluded and presented to Council a Biogas Utilization Study showing how the MARRVE (Muscatine Area Resource Recovery for Vehicles & Energy) project will benefit the City with reduced landfill use, revenue generation and clean energy production.
- The MARRVE project design was concluded and will be proposed to Council with an increased cost estimate. MARRVE will collect inedible waste food from grocery stores, schools, restaurants, residents and industry to create renewable energy and natural fertilizer.

Human Resources/Risk Management Accomplishments

- Begin preparation for union negotiations. This will include ensuring up-to-date job descriptions, pay plan and benefits reviews.
Status: This goal is upcoming. Over the next year, HR will be focusing on updates for the job descriptions in the BW Collar Bargaining Unit, Fire Bargaining Unit, and Police Bargaining Unit. This will help to ensure that when we do market comparisons we are using the most current information.
- Implement regular training schedule for employees to access online. Employees can then be scheduled to take required training at regular intervals (i.e. sexual harassment, diversity, etc.)
Status: Great progress toward this goal has been met. The supervisors have been attending training on a variety of topics on a quarterly basis. Almost all employees with City email addresses have been signed up to access available online through the workers' compensation carrier. They can be assigned training as well as access areas for training they may have individual interest in. Other options for providing additional training topics online are being explored.
- Continue efforts to embed CSI principles in work processes throughout the City and find ways to measure efficiency improvements.
Status: This is an ongoing process; while no additional training session have been held, the City is working to create meaningful metrics. Employees continue to be encouraged to find efficiencies in their work.
- To find program opportunities to tie the benefits of overall health and wellness to safety. Seeking ways to take a holistic approach will, in the long run, improve safety statistics, health insurance costs, and lost work time due to illness.
Status: Human Resources and Wellness have been working together to continuously improve the wellness offerings. The largest lifestyle related claims

are reviewed jointly to help target programs that address these issues. This is an ongoing process.

- To conduct training/culture building that will encourage more aggressive “pre-planning” to help prevent accident and injury.

Status: This is another ongoing goal/process. We are working with departments in training sessions to consider safety issues consistently prior to conducting work projects.

Additional Accomplishments:

- Supervisory Training series will continue. In October 2017 supervisors had training on dealing with difficult customers. The next training will be scheduled for January 2018.
- Streamlined record keeping has continued. All seasonal employee files are now stored electronically. Regular employee files are currently in the process of being stored in an electronic format.
- Employee handbook and Civil Service Commission handbook have been updated in 2017.
- HR is currently creating a more complete new employee orientation process to more effectively share the mission and values of the organization. The first of these is scheduled for November 3, 2017.

Community Development Accomplishments

- Implemented a new Commercial Tax Abatement Program **(Sep 2016)**
- Administered the Residential Tax Abatement Program:

	<u>Investments</u>	<u>Abated</u>	<u>Annual Abatement</u>
2014	\$611,788	\$150,000	\$6,097
2015	\$3,852,427	\$609,220	\$24,764
2016	\$1,395,500	\$338,360	\$13,754
2017	\$1,776,975	\$450,000	\$18,293

- Completed FAA Awarded Airport Runway 6/24 Reconstruction project **(\$4.4MM)**
- Completed FAA Awarded Airport Runway 6/24 electrical upgrades **(\$72K)**
- Awarded IDOT grant for Airport T-Hangar #1 design & construction **(\$249K)**
- Awarded IDOT grant for Airport T-Hangar #2 design & construction **(\$260K)**
- Awarded IDOT grant for Airport Vertical Infrastructure **(\$150K)**
- Selected new Airport engineering services from Bolton & Menk **(Oct 2016)**
- Completed LIFTS Grant for Port Feasibility **(\$100K)**
- Finished draft of Title X to the City Code; currently under legal review **(Nov 2016)**
- Completed and had Public Presentation of the Housing Market Demand Study **(Sep 2017)**
- Put together the 2016 Sidewalk program, which gained Council approval **(Oct 2016)**
- Updated approved FEMA & DNR Flood Plain requirements **(Nov 2016)**

- Awarded EPA Greening America [Complete Streets] Grant Award in Feb 2017 **(\$80K)**
- Completed CDBG #1 Alley Project Grant in Oct 2016 **(\$900K)**
- Awarded \$3K FHLB Strong Communities Grant (2nd place) **(Oct 2016)**
- Conducted a complete review and implementation of Iowa Code 657-A **(Sep 2017)**
- Awarded a \$500K [Community Attraction/Tourism] CAT Grant of \$8,900,711 raised **(Nov 2017)**
- Negotiated an Agreement with Kum & Go which resulted in 19 new parking spaces **(May 2017)**
- Adopted revised Zoning ordinance **(Apr 2017)**
- Processed development & site plans for four new and separate housing developments **(Sep 2017)**
- Utilized IDNR & USDOT Trail Grant to complete Deep Lakes Park trail in Oct 2017 **(\$800K)**
- Awarded IDNR Asbestos & Environmental Assessment Grants in 2017 **(\$40K)**
- Applied for a USDOT Marine Highway Grant & private match **(\$250K)**
- Administered the Small Business Creation Project Funding [accumulative]:

	Forgivable	Building	Private	Jobs	Total Investments
2015	\$125,000	\$220,000	\$730,000	25	\$1,075,000
2016	\$250,700	\$345,000	\$1,665,752	78	\$2,261,452
2017	\$287,840	\$800,800	\$2,184,800	137	\$3,273,440

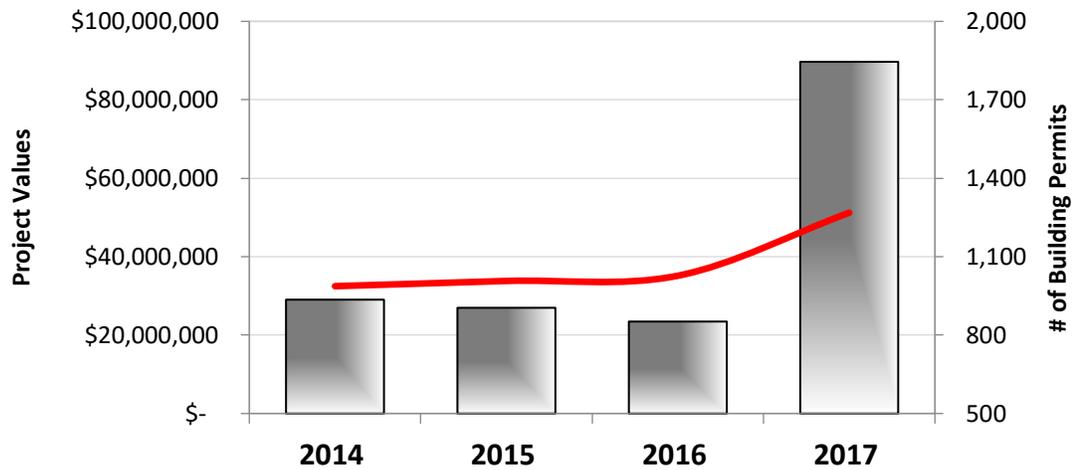
- Negotiated a \$1.04 million Agreement to fund a RR Quiet Zone study & safety upgrades **(Feb 2017)**
- Finalized \$4 million agreement with Canadian Pacific to fund impacts on Mississippi Drive **(Jan 2017)**
- Customized & fully launched several modules of GovQA software for field inspections **(Jan 2017)**
- Invested in training for certifications in Housing Rentals, Building Codes & Permit Technicians:
 - Commercial Electrical
 - Commercial Mechanical
 - Fuel Gas
 - Permit Technician Certification
 - Mechanical Plans Examiner
 - Residential Building
 - Residential Mechanical
 - Residential Plumbing
 - Lead Paint, Pools & Spas Inspections

2016-2017 Permits, Inspections & Code Enforcement:

Building Permits & Inspections

The number of permits has been steadily increasing each year but in FYE 2017 it increased from 1,027 to 1,268 (a 20% gain) and the amount of project value per permit was increased to \$70,734. The number of inspections was reduced from 4,212 to 1,500, which reflects a more accurate measure than in previous years. Our permit fees collected are up over last year from \$211,488 to \$474,940 (a 125% increase in revenue). Keep in mind that our revenue is lower than it could have been as we not raised permit fees for over 10-years but have added additional services.

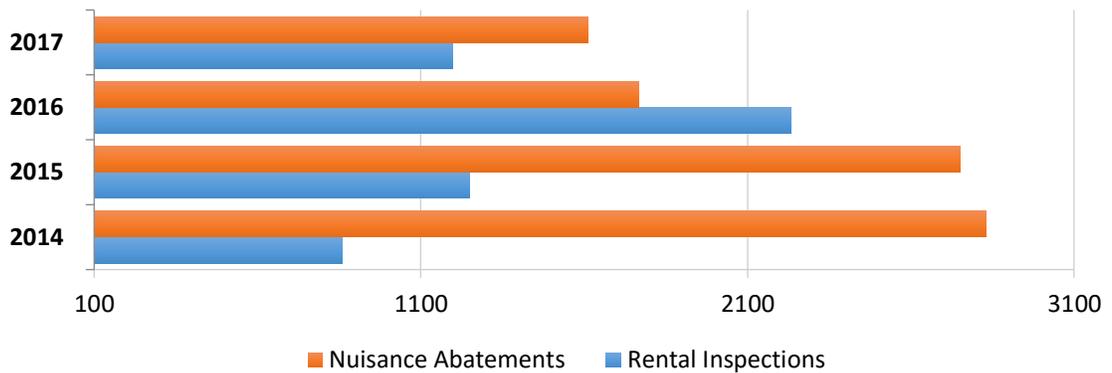
Building Services



Code Enforcement Inspections & Abatements:

During FYE 2017, we saw a significant decrease in rental inspections to 1199 from 2232 as our focus in 2016 was “catching up” on the backlog of unfinished rental property inspections. However, due to staffing changes from additions, retirements, death and program focus, the Department saw a stable flow of nuisance abatements from 1767 to 1611.

Code Enforcement



The 4-year trend in both rental inspections and nuisance abatements indicate that we are maintaining our rental housing inspection schedule and are now staffed appropriately in Code Enforcement.

MUSSER PUBLIC LIBRARY

Facilities

- Worked with Buildings and Grounds to mitigate the impact of flooding on library materials
- Applied for and received a \$550,000 grant from Roy J. Carver Charitable Foundation for construction costs for new facility
- Finalized floor plans for new Library & Community Center
- Determined technology needs for new building
- Completed construction documents with OPN in September
- Facilitated the inclusion of the Musser Public Library and HNI Community Center in the Pearls of Progress Project CAT Grant
- Initiated promotional efforts with other Pearls of Progress Project members

Technical Services

- Began large-scale weeding project to reduce collection by 66% before moving
- Created spreadsheet to track barcode numbers to be supplied to vendors
- Created a better system for recording memorials and donations and for recording purchases of those items
- Identified and replaced popular titles that had been lost, missing, or worn out.
- Completely updated the Automatically Yours authors to better reflect author and format demand
- Contracted with Better World Books to responsibly remove materials we no longer need from the library
- Updated CHIC collection with new materials

Administrative

- Transferred fiscal and secretarial duties of Office Manager to two existing full-time employees, resulting in increase in efficiency, teamwork and communication across departments

Children and Teen

- Implemented a more user-friendly Summer Reading software
- Held first annual Harry Potter Yule Ball, children and teen New Year's Eve celebration.
- Continued to expand our Summer Reading format by including a free weekday snack for children ages 1 to 18 – arranged through United Way, and increasing the number of process-oriented, creativity-building Summer Reading sessions in the subject areas of language, science and technology, and art
- Generated the highest ever participation and attendance at the annual QC area Teen Read Challenge
- Continued to hold Summer Reading activities off-site during closure due to the flooding
- Sent two staff members to the LENA Conference, and with the Friends financial support, three community members representing Public Health, AIM, and the local business
- Continued to refine the focus of the new children's department environmental design, staffing options, and collection development

Local History/Genealogy

- Worked with MPW to recover several hundred recently discovered Grossheim negatives located in the Pine Street substation
- De-accessioned the Hershey Hospital records to the University of Iowa to be used in their ongoing heart health study
- Worked with retired attorney Don Smith to upload and make available the Nichols High School online digital archive, including yearbooks, graduation photos and more
- Assisted Bolton & Menk with photo selection for kiosks as part of Mississippi Drive Corridor project

Website/Technology

- Started back-end work on new library website to coincide with opening day of new facility in 2018

Reference

- Replaced many of our state-funded databases with improved state offerings including a series of GALE electronic databases and **Transparent Language Online**, a language learning tool offering to assist with over 100 languages.
- Independently added **Brain HQ**, a product designed to maintain and improve brain health, **AtoZ databases**, a business product offering a variety of marketing, research, and job searching options, and **BiblioBoard**, a multimedia, collaborative content product featuring, self-publishing and local history/ archival assistance.

Promotions and Adult Programming

- Added Select Reads, newsletter software that allows patrons to create personalized alerts based on their interests and tastes.
- Provided two to three adult programs each month
- Created a successful "Blind-Date-With-A-Book" program in February 2017
- Began using Instagram
- Attended Chicago ComicCom's library programming track to garner program ideas for teens and young adults

- Inserted a Summer Reading schedule and promotional piece in the ***Voice of Muscatine***

China Connection

- Received Chinese Delegation in October, accepted donation of additional books from Window of Shanghai program

Rivershare

- Negotiated a three-year Rivershare contract with Polaris
- Contracted with a new Rivershare delivery service

IT DEPARTMENT

The following is a list of recent accomplishments that have been completed by the Information Technology Department.

- Upgraded the servers at both the Water Pollution Control Plant and Musser Public Library. The new servers have the advantage of additional security, data storage and performance. These new servers have removed some of the prior limitations and will allow IT services to be extended for the next several years. The server at the library will be moved to the new location when appropriate.
- Transformed the digital connection between City Hall and the Public Safety Building to fifth generation 802.11ac. The newer connection provides additional bandwidth to provide for future growth and maintain a high level of security for the City's network and telephone (VoIP) infrastructure.
- Facilitated the installation of a new media system in the Council Chambers. This new system allows for live streaming of meetings in the Council Chambers as well as transmission of high-definition video through existing public access channels. Once Muscatine Power & Water's cable to the home project is completed, citizens will have on-demand access to available content.
- A unified wireless access system has been installed in the Public Safety Building. This professional grade WiFi system can service both staff and guests with secure internet access including the ability to move throughout the facility without signal loss or the need to reconnect. Also, staff has the ability to access the City's network resources if necessary.
- Replaced all the public computers at the Musser Public Library. This project became a necessity due to a storm causing the roof to leak resulting in the computers being flooded. Cost of this project was covered under the City's insurance carrier.
- Implemented a new handheld for the Parking System. The existing handhelds are obsolete equipment and the need to change was prompted by a parking attendant damaging a handheld during normal use. A number of database and network changes were required to utilize the new hardware.

- Procured and implemented a large format scanner for use in the Community Development department.
- After a HVAC failure in the computer room at City Hall, an environmental monitor was installed that will notify IT and Building and Grounds staff if the temperature or humidity falls outside of a predefined range.
- A surveillance camera was installed on the tower at Muscatine Community College that includes a virtual private network (VPN) connection back to the Public Safety Building for recording and monitoring.

Public Works Accomplishments 2017

Public Works Administration

- Filled Solid Waste Supervisor position
- Oversaw management of multiple construction projects
- Developed five-year plans for street and alley maintenance and repair using a matrix system
- Continuing to develop five-year plans for, facilities maintenance, sewer maintenance and sidewalk program
- Continued working with Project Management Team
- Lead efforts of the Traffic Committee
- Involved in planning for several future projects including Grandview Avenue, West Side Trail, Quiet Zone Study, Port Study
- Lead efforts for levee inspection compliance
- Worked with Waste Commission of Scott County for possible regionalization of landfill and solid waste management. Decided that no collaboration is feasible at this time.

Building & Grounds

- Continue to meet citywide goals by partnering with local organizations to combine services or cooperate where feasible:
 - Worked with Muscatine Power and Water for lighting upgrades at the Public Safety Building
 - Working with MPW, Art Center, and Musco Lighting for Art Center parking lot light upgrades
 - Working with Alliant Energy on insulation and building sealing rebates
- Continue to meet citywide goals by implementing interdepartmental cooperation:
 - Work with Parks Department to test all backflow preventers
 - Purchase and deliver supplies to all departments
 - Work with Parks and Transit to clean all bus shelters
 - Work with Parks, Streets, and Transit to implement outside beautification projects
- Continue to meet citywide goals of technology in the field to drive efficiencies:
 - Manage computer operated HVAC equipment at the Public Safety Building, City Hall, and Art Center that give constant updates with remote capability
 - Utilize smart phone technology to take and send photos, and emails, and look up repair parts and items in the field
- Oversaw and managed deferred maintenance contracts on multiple city buildings including:

- Public Safety HVAC improvements, Art Center HVAC upgrades, storm damage repair to Musser Library roof
- Completed multiple projects in-house including:
 - Washed windows at City Hall, removed office furniture from former HNI headquarters and relocated it to multiple offices at Public Works and City Hall, re-landscaped several areas at Public Works building and City Hall

Roadway Maintenance

- Completed asphalt overlay of 12 city streets totaling 2.1 miles of roadway including 32,164 square yards of milling and using 4,015 tons of asphalt
- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation:
 - Continue working with MAGIC to utilize pavement management data to create a pavement prioritization matrix to improve street maintenance activities
 - Hauled approximately 11,000 tons of ground asphalt from the airport project to multiple dump sites for the Musser to Wiggins trail
 - Hauled approximately 5,000 tons of asphalt chunks from the airport to the Public Works lower lot to be ground for use on other projects
 - Worked with Muscatine Power & Water to clean and paint four light poles from gray to black.
 - Provided multiple weeks' worth of clean up for a tornado in March and windstorms in June
 - Continued to provide support to the parking enforcement division by repairing, installing, and replacing parking meters, parking signage and parking stall painting
 - Worked with the WPCP and Community Development Department to make repairs and improvements to the #1 Alley bio cell
 - Worked with the Parks Department to remove brush on the riverside of the Mississippi River levee
 - Worked with multiple organizations to palletize paver bricks for use on the Mississippi Drive Corridor Reconstruction Project
 - Continue meeting with the Traffic Committee to provide input and install solutions decided upon by the committee
- Took delivery of Roadhog milling machine and used it to stabilize three street sections to date
- Created the "Purple Truck" by utilizing in-house staff to transfer two useless vehicles into one functioning dump truck at much lower cost than purchasing a new vehicle

Traffic Control

- Continue to meet long-term goals of increasing community awareness and engagement:
 - Implementation of year number two of the street name sign program is ongoing. This year an additional 174 of the original 332 signs ordered have been installed bringing the total to 278

Snow & Ice Control

- Continue to meet citywide goals of technology in the field to drive efficiencies:
 - Using GPS tracking equipment public works can identify the location of plows and relay information to supervisory staff.

- Tracking enhances snow plowing efforts by providing information to respond to citizen calls and route status updates
- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation
 - Continue working with the Police Department for enforcement of ordinances for parking and illegal snow removal
 - Continue to meet with staff, the police department and school system to go over winter operations and planning for snow removal events
- Took delivery, hauled and stockpiled one barge load of salt for snow and ice control operations.

Street Cleaning

- Took delivery of a new Elgin Pelican street sweeper
- Continue to meet the continuous service improvement goal of incorporating environmental integrity by sweeping all city streets twice this year with a third sweeping currently under way. This equates to approximately 750 lane miles swept.
- Sweeping debris is taken to the Public Works lower lot to dewater and is then hauled to the landfill for disposal
- Sweeping has been more difficult in the downtown business district due to the amount of construction underway. We have had to post no parking signs in several areas to allow sweepers to reach the all areas

Transit

- Continue to meet the continuous service improvement goal of incorporating community sustainability principles of economic prosperity, environmental integrity and cultural vibrancy:
 - Safely operated four routes and Paratransit service within our parameters (City of Muscatine) driving 273,143 accident free miles.
 - Provided 167,689 rides for Route and Paratransit passengers.
 - Provided over 2,500 free Route rides to students in grades K-12 during summer months when school is not in session.
 - Continued exploration of Compressed Natural Gas as a fuel source for Transit buses.
- Met the long-term goal of positioning the city to address potential shortfalls in revenue due to state and federal mandates:
 - Secured replacement funding for replacement of three buses through Iowa Rural Transit Vehicle Replacement Project.
 - Utilized LEAN principles to determine most effective route reconfiguration due to construction on Mulberry Avenue, Mississippi Drive, Cleveland Street, and the West Hill Sewer Separation Project. All four routes and Paratransit service have been affected by construction during 2016-2017.

Engineering

- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation:
 - Continued meeting with levee steering committee for the Mississippi Levee.
 - Assisted street department in multiple projects, from trail construction to sidewalk compliance inspections.

- Served as City lead for the Mississippi Drive Corridor Project which includes coordination with Canadian Pacific Railroad, Muscatine Power and Water, and the Merrill Hotel. And providing guidance to the project consultant.
- Completed construction management of the Mulberry STP project
- Provided construction management of the West Hill Sewer Separation project, Musser to Wiggins Road Trail, and Cleveland Street reconstruction with the Project Development Team.
- Participated in all the site review meetings for new developments in the City and County.
- Liaison with Corps of Engineers on permits and levee inspections.
- Liaison with Canadian Pacific Railroad for permits needed by Public Works or other city departments.
- Member of Traffic Committee.

Vehicle Maintenance

- Continue to meet citywide goals of technology in the field to drive efficiencies:
 - Utilizing Verizon GPS vehicle tracking devices and software 39 vehicles have devices installed and 12 users have access to the software to track vehicles
- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation:
 - Vehicle Maintenance maintains approximately 293 of the 488 pieces of equipment owned by the city
 - Each year Vehicle Maintenance completes roughly 1,800 work orders on vehicles and equipment.
 - Held the 13th public surplus auction which eliminates no longer needed items from inventory and returns revenue to those departments
 - Completed a thorough inventory and check list of viable parts for our fleet disposed of unneeded items via the Public Surplus Auction.
 - Assisted other departments in getting their storm-damaged vehicles repaired
 - Working on filter exchange with local parts stores. We have several old filters on the shelf that only fit vehicles we no longer own. Two of our vendors have exchange programs that give us store credit to purchase filters that we can use for our current fleet. The programs will be evaluated and filters will be exchanged similar to how the belts were done last year.

Collection and Drainage

- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation:
 - Continue to provide ongoing investigative (dye testing, CCTV, etc.) and technical support on the West Hill Sewer Separation Project and Mississippi Drive Corridor Project.
 - Continue working with Parks and Recreation to get brush and vegetation removed from the Muscatine Island Levee.
 - Used our combination sewer cleaning machine to assist other departments/divisions in cleaning lift stations, wet wells, wash bay pits, culvert pipes, tree removal, etc.
- Continue to meet citywide goals of community awareness and engagement
- Completed 15 sewer line repairs, and replaced or repaired 44 system structures.

- Completed cleaning 13.5 of the 15.5 miles of sanitary sewer in this year's maintenance program (Zone 3).
- Responded to 73 citizen requests for service.
- Responded to 2,323 utility locate requests (8 of them after hours).
- Completed the East 5th Street Sanitary Sewer Replacement Project which included the installation of 200 feet of sanitary sewer, 10 feet of new storm sewer, one new sanitary manhole, and one new storm water inlet.
- Completed filling and abandoning the Hershey Avenue gate well and pipes eliminating that combined sewer overflow location
- Continue to meet citywide goals of technology in the field to drive efficiencies:
 - All members of the Collection and Drainage division completed the required ceu's for renewal of their IAWEA Collection System Operator certificates.

Refuse Collection

- Continue to meet citywide goals of technology in the field to drive efficiencies and the goal of maintaining a safe work environment for all Solid Waste employees by using automated trucks for refuse collection and GPS tracking on all City vehicles.
 - The second automated truck arrived and was put in service, December 2016.
 - Automated collection greatly reduces the risk of injury to our employees.
- Continue to meet long-term goals by partnering with local organizations to combine services or cooperate where feasible and appropriate:
 - Contracting with Republic Services to provide curbside recycling for the City of Muscatine residents.
 - In fiscal year 2016-17, Republic collected 1418.73 tons of recycling for the City of Muscatine. This is an increase of 92.30 tons over the previous fiscal year.
- Continue to meet citywide goals by improving organizational effectiveness and enhancing interdepartmental cooperation including: ongoing interaction with commercial accounts to "right size" containers and number of pickups per week. This initiative was a collaborative effort between Finance and Solid Waste. Also, collaborative relationship exists between Parks staff and Solid Waste to ensure refuse collection at public events.
- Continue to meet the continuous service improvement goal of incorporating community sustainability principles of environmental integrity and cultural vibrancy:
 - Public Education continues to be a goal for each division of Solid Waste. Refuse is involved in downtown beautification and elimination of nuisance violations.
 - We began providing a cardboard roll-off for downtown businesses in October 2016. Previously, a private vendor had been providing this service at no charge. Tonnage of cardboard collected at this site alone has been 4.98 tons. The container has been pulled monthly.
- Refuse was also involved in providing services for community events including Ribfest, Ragbrai, HNI picnic, International Fair, soccer and softball tournaments.

Transfer Station

- The Transfer Station is the collection site for refuse. In fiscal year 2016-2017, the amount of waste processed increased to 41,419 tons. This is an increase of 767 tons from last year.

- Transfer Station staff strives to operate an environmentally sound station. A new track loader was put into service in October 2016. This piece of equipment allows for more efficient movement of refuse from the floor to the tunnel. The unit it replaced was moved to the Compost Site for operation.
- Continue to meet the continuous service improvement goal of incorporating community sustainability principles of environmental integrity by operating a Compost Site to offer residents disposal service for brush, logs and stumps as well as grass clippings, leaves, and plants grown in residential spaces. Grass, leaves and plant material are composted with screened material offered at no charge. Brush, logs and stumps are ground multiple times annually. Fiscal year 2016-2017 was a prolific year for brush, logs and stumps with a March tornado, and two high wind incidents in June.

Landfill Operations

- Continue to meet long-term goals by partnering with local organizations to combine services or cooperate where feasible and appropriate:
 - The Muscatine County Solid Waste Management Agency is responsible for the disposal of solid waste in Muscatine County.
 - This agency contracts with the City of Muscatine to operate the landfill. The City is responsible for all costs incurred in the operation of the landfill, the maintenance of the road, the cost of purchasing the landfill and engineering fees.
 - During fiscal year 2016-2017, 41,419 tons of waste was disposed of at the Muscatine County Landfill.
- Hired Barker Lemar Engineering Consultants to develop a master plan for phases 5 and 6 of the landfill.
- Construction of Cell #5 began in August, 2017. The maintenance building was relocated to a location out of the footprint of cell #5 and future cell #6.
- Staff and Landfill Operator also continue to work under the guidance of Barker Lemar to maintain compliance with Iowa DNR regarding a ground water remediation plan.
- Barker Lemar also works closely with City staff and the Landfill Operator to assure maximum utilization of existing cells.

Transit

- Continue to provide exceptional service for all patrons in our service area
- Continue to seek and receive grant funding to cover costs of vehicles and operations
- Improve appearance of bus shelters by purchasing new or painting and cleaning existing
- Implement rider survey
- Research and possibly purchase bus tracking application

Engineering

- Implement a five-year sidewalk replacement program
- Continue to provide engineering and construction management supervision on all city projects
- Devise and implement a solution for the Houser/Fulliam intersection
- Work with Building and Zoning to implement an inspection program and fund an inspector for work done within the city right of way
- Continue managing the Project Development Team

- Assist in devising a solution for the Allen street stormwater complaint

Vehicle Maintenance

- Purchase and utilize fleet asset management software to track work orders, inventory and determine efficiency ratings
- Create a five-year vehicle replacement program

Collection and Drainage

- Continue to provide exceptional public service by maintaining all aspects of the storm and sanitary sewer pipe system.
- Continue to work with engineers and contractors on Capital Improvement Projects concerning design and construction of the sewer infrastructure
- Continue to maintain certifications for all members of the Collection and Drainage division
- Work with Building and Zoning to implement an inspection program and fund an inspector for work done within the city right of way

Refuse Collection

- Work with city staff and council to modify Spring Clean Up Week
- Continue to look for efficiencies to improve service and reduce costs to residents

Transfer Station

- Install and utilize tunnel scale to maximize benefit
- Begin public outreach programs and tours of the facility to maintain public awareness of solid waste department program goals
- Monitor and maintain the compost area so that available space can be maximized for leaf and snow storage and public use for drop-off.

Landfill Operations

- Begin filling of Cell 5 and continue to monitor maintain the landfill as a whole
- Provide better oversight of the landfill operator to ensure maximization of available airspace
- Continue to work with Barker Lemar to delineate the groundwater contamination plume from the landfill.
- Continue implementation of the landfill master plan

Muscatine Art Center

OBJECTIVES TO BE ACCOMPLISHED IN 2017/2018:

To prepare for the American Alliance of Museum's re-accreditation process by updating core documents, policies, job descriptions, and the long-range plan.

- With the 2016 – 2017 facilities projects nearly finalized, a wide span of core documents have been in need of updating. The Board of Trustees adopted a new strategic plan in April 2017 as well as a new Collections Management Policy and a new Collections Plan in September 2017. The Board of Trustees is currently reviewing the organization's Bylaws, and approval of the amended Bylaws is expected in December 2017. The Board of Trustees will work with staff to evaluate the current Facility Usage Policy with an updated policy expected in 2018. Muscatine Art Center staff has updated its Standard Facilities Report to reflect the facilities improvements and new mechanical systems. The staff has also updated the Disaster Plan and Maintenance Plan and expects to

complete the updates on the complete Disaster Plan including the Fire Safety and Storm Safety Plan in 2018. Staff will be trained on the updated plans in 2018. Staff job descriptions will be reviewed in 2018 or earlier on an as-needed basis. The staff will also standardize evaluation tools for measuring visitor/community response to exhibitions, programs, and events.

To build creative partnerships with area non-profit organizations, cultural groups, and educational institutions for the purpose of promoting the arts, history, historic preservation, lifelong learning, and other quality of life initiatives. (Long-Term Goal)

- As part of its new Strategic Plan, the Muscatine Art Center has set a goal of working on at least two new collaborations each year. A new partnership has been formed with Living Proof Exhibit to provide Creative Sessions for cancer survivors, patients, and their support teams. The Muscatine Art Center has also begun offering classes for Parents as Teachers. The Muscatine Art Center presents programs and offers activities to respond to the needs of other organizations and the audiences they serve. Programs were customized for the following groups: Leadership Muscatine, Flickinger Learning Center, Sunset Park, Y's Summer Kids Club, various homeschool organizations, 4-H, Cub Scouts, Senior Resources, Crossroads, and local elementary, middle, and high school groups. The Art Center offered activities at the Diversity Fair, Leadership Muscatine's Volunteer Expo, Healthy Living Festival, the Y's Community Block Party, Halloween at the Y, United Way's Pack the Bus, Senior Expos, and the Community Health Fair. The Art Center provided multiple-visit programming, in partnership with United Way, at summer meal sites. In 2016, the Muscatine Art Center's partnerships between the Figge and the Hearst resulted in three exhibitions. Art Center staff also used the University of Iowa's Arts Share program to bring musical entertainment to Muscatine.

To increase community awareness and engagement by re-developing www.muscatineartcenter.org, making the Muscatine Art Center's collection searchable online, and continuing to develop social media. (Marketing, Communication, and Engagement)

- In 2015, the Muscatine Art Center secured a grant from Travel Iowa to complete the first phase of a two phase endeavor to bring the collection database online for visitors and researchers. The grant enabled the conversion of data from the in-house database "Mimsy" to the database needed for online viewing "Mobius". The conversion was completed in spring 2016. Phase two is the creation of a website for the Muscatine Art Center with the abilities to host "Mobius". The Art Center's website is over 10 years old, difficult to update, does not include responsive design for viewing on smartphones, and has dated content. Leadership Muscatine volunteers assisted in defining the direction of a new website. A capital outlay request for a new website is part of the Muscatine Art Center's 2017-2018 budget submission. This request was denied and no direct progress was made on the website because of lack of funding.

To utilize the city's website to improve marketing and communication to the public and actively participate in the City's efforts to develop a marketing and branding initiative. (Marketing, Communication, and Engagement)

- The Muscatine Art Center posted 12 agendas, 12 minutes, and 73 posts to the City of Muscatine's website. 64 subscribers follow the Art Center through the City's website. The news flash section of the City's website is used for notification of class cancellations. The Art Center has developed a presence on

social media with 1,546 followers on Facebook and 1,596 posts on Facebook during the 2016/17 fiscal year. A Friends of the Muscatine Art Center Facebook page was created in 2016 and now has 93 followers and 348 posts occurring in the 2016/17 fiscal year. The Instagram account was set up on June of 2015 and now has 197 followers and 146 posts in fiscal year 2016/17. These posts also show on Facebook, Flickr, and Twitter. 270 photos were posted to Flickr in 2016/17 and 81 items were shared on Tumblr in 2016/17. The Twitter account has 340 followers with 1,610 tweets in 2016/17 fiscal year. 1,554 Pins were added to the Pinterest board during the fiscal year. 142 boards are managed with 421 followers. The average monthly views for the Pinterest board is 9,653 with an average of 272 engaged each month. (Average daily impressions are 773; average daily viewers are 434.) The Office Coordinator attended 3 meetings of Eastern Iowa Tourism Association (EITA) as well as the annual EITA conference in 2016/17.

To improve organizational effectiveness and efficiency through the use of technology and concepts presented through Continuous Service Improvement (CSI). (Continuous Service Improvement Goal)

- No training was offered as part of Continuous Service Improvement (CSI). Staff has attended training sessions offered through the City's HR Department.

To work with the Community Improvement Action Team (CIAT) and other community groups to explore Placemaking projects and create policies for public art and processes for developing ideas and working with City departments/commissions and property owners. (Community and Economic Development / Projects, Programs, and Placemaking)

- Due to staff time constraints managing the 2016 facilities project, fundraising, managing collections during construction, refreshing the historic house, preparing exhibitions to travel to other venues, and designing and installing the Learn to Look Gallery, it was not possible to complete projects taking place outside of 1314 Mulberry Avenue.

To tell Muscatine's story using the Muscatine Art Center's collections, historic house, and historic Japanese garden by developing a Teaching with Historic Places lesson plan and taking advantage of other opportunities offered through the National Register of Historic Places. (Long-Term Goals)

- In 2017, the Laura Musser McColm Historic District (comprised of the 1908 Musser House, carriage house, and Japanese Garden) was listed on the National Register of Historic Places. A grant through the State Historical Society of Iowa's Historic Resource Development Grant was secured to cover the consultant's fee. In 2016, a team of Leadership Muscatine participants completed projects in the historic Japanese Garden. The main project was removal of the old pergola and construction/installation of a new pergola based on historic photographs. Landscape improvements in the garden also included plantings and the installation of reproduction crane fountains. For Preservation Month in May 2017, the Muscatine Art Center hosted a public event for the Friends of Historic Preservation to mark the listing on the National Register. Preliminary work has begun on the Teaching with Historic Places lesson plan. The staff is currently seeking a teacher or representative from the school district to provide feedback during the process of developing the lesson.

To continue seeking grant funds for appropriate projects.

- The Art Center secured a \$360,000 grant from the Roy J. Carver Charitable Trust and other smaller grants at the state and local levels. The Art Center facilitated a gift from the Muscatine Art Center Support Foundation to cover the unfunded portion of the project, up to \$360,000 and launched a capital campaign to backfill the funds committed by the Support Foundation. An anonymous donor provided a cash match up to \$100,000 towards the campaign, and goal of \$350,000 was reached in October 2016.
- **STATUS REPORT ON 2016/2017 OBJECTIVES** (items not included in 2017/18 objectives):
- To develop and implement a plan to protect the Art Center's collection while facility improvements are taking place.
 - The Muscatine Art Center staff organized exhibitions of the Mississippi River Collection and the Mary Musser Gilmore Collection with the Figge Museum of Art in Davenport and the Hearst Center for the Arts in Cedar Falls. The resulting three exhibitions ensured the safety of the collection while also exposing new audiences to some of the treasures of the Muscatine Art Center. The staff has coordinated with the project contractors to move collection items as needed. A graduate assistant from Western Illinois University's MA in Museum Studies program worked alongside the staff from August 2015 through December 2016 to help manage the collection and respond to the unique challenges presented by the facility upgrades. The Muscatine Art Center Support Foundation covered the graduate assistant's stipend and travel expenses. Exhibitions in the Stanley Gallery and displays in the Linkage have been handled with flexibility and special attention has been paid to the types of items displayed at various stages of the upgrade project. Two temporary dehumidifiers were placed in the Stanley Gallery to manage humidity levels.
- To create a family-friendly exhibition space and install new exhibitions on the second floor of the Musser Mansion.
 - Art Center staff used funds from the Roy J. Carver Charitable Trust to fulfill this goal. Staff contracted with Applied Arts of Des Moines to develop three technology components – one offers three different orientation videos; the remaining two provide content about the collections on view on the main floor of the house and other select areas of the collection. Second floor spaces have been repurposed or fitted to facilitate regular rotation of the collection. Glass display cases were installed in one of the bedrooms on the second floor of the house. New carpet was installed in the Musser House and new wall colors were selected and painted in specific areas in the Musser house.
- To mark the 50th anniversary of the opening of the Musser Museum with public celebrations, special projects and exhibitions, and fellowship with supporters, community leaders, state officials, and relatives of Laura Musser.
- Muscatine Art Center staff curated exhibitions throughout the facility. "Celebrating 50 Years of Art and Local History: Musser Museum Anniversary" highlighted the Art Center's role in the community and the areas in which the Art Center collects including original works of art, local history collections, and collections belonging to the Musser family. The exhibition opened on August 16, 2015 and closed on January 3, 2016. A weekend full of events was planned to

mark the opening of the exhibition. Proclamations at the state and local levels were read at the opening celebration. Of the Musser/McWhirter family members who attended the events in August, only one had previously visited the museum. The 50th Anniversary acquisition, Grant Wood's *Vegetable Garden*, 1924, was unveiled at the opening. The \$50 for 50 Years Campaign was announced for the future acquisition of another artwork. Jon Fasanelli-Cawelti completed, "The Lady of the House", a commission funded by an Iowa Arts Council grant. A special logo was designed for the Muscatine Art Center's 50th anniversary. The logo was used on event invitations, the banners downtown, event posters, e-mail marketing, social media, brochures, etc. As part of the 50th anniversary celebration, the Muscatine Art Center created 16 banners to hang in downtown Muscatine. Each banner featured a different item from the collection. Created for the 50th anniversary, the booklet, "Muscatine Art Center: A Lasting Legacy", provides details about the history of the house, family, and collection. The booklets are available to visitors and will also be used by classrooms studying local history. To commemorate the 50th, a series of public programs about the Musser family, along with a concert by Katherine Eberle, were held in fall 2015. Select classes, such as For Tots, were also adapted to focus on the history of the Musser family.

- To build creative partnerships with area non-profit organizations, cultural groups, and educational institutions for the purpose of promoting the arts, history, historic preservation, lifelong learning, and other quality of life initiatives. (City Long-Term Goal)
 - The Muscatine Art Center presents programs and offers activities to respond to the needs of other organizations and the audiences they serve. Programs were customized for the following groups: Leadership Muscatine, Flickinger Learning Center, Sunset Park, Y's Summer Kids Club, the Jubilee Center, Webelos, Cub Scouts, Girl Scouts, Crossroads, and local elementary, middle, and high school groups. The Muscatine Symphony Orchestra and the Muscatine Art Center collaborated on the grant-funded class, "Get into Music". The Art Center offered activities at the Diversity Fair, Healthy Living Festival, the Y's Community Block Party, Halloween at the Y, United Way's Pack the Bus, Senior Expos, and the Community Health Fair. The Art Center provided multiple-visit programming, in partnership with United Way, at summer meal sites. Collaboration with Eulenspiegel Puppet Theatre of West Liberty resulted in the creation of a Marc Chagall puppet theatre stage and puppets to be used by children in the Family-Friendly Room. The partnerships between the Figge and the Hearst resulted in three exhibitions. Through the University of Iowa's Arts Share program, Art Center staff customized two musical programs with faculty as part of the 50th anniversary celebration.
- To utilize the city's website to improve marketing and communication to the public and actively participate in the City's efforts to develop a marketing and branding initiative. (Council and Management Marketing Goal)
 - The Muscatine Art Center posted 12 agendas, 12 minutes, and 179 event listings to the City of Muscatine's website. 61 subscribers follow the Art Center through the City's website. The news flash section of the City's website is used for notification of class cancellations. The Art Center has developed a presence on social media with 1,378 followers on Facebook and 1,914 posts on Facebook during the 2015/16 fiscal year. A Friends of the Muscatine Art Center Facebook page was created

in 2016 with 70 followers and 346 posts occurring before the end of the 2015/16 fiscal year. The Instagram account was set up on June of 2015 with 115 followers and 66 posts which also show on Facebook, Flickr, and Twitter. 240 photos were posted to Flickr and 101 items shared on Tumblr. The Twitter account has 283 followers with 1,524 tweets in 2015/16 fiscal year. 4,913 Pins were added to the Pinterest board during the fiscal year. 129 boards are managed with 344 followers. The average monthly views for the Pinterest board is 20,854 with an average of 218 engaged each month. (Average daily impressions are 833; average daily viewers are 660.)

- To implement appropriate concepts presented through Continuous Service Improvement (CSI). (Council and Management Continuous Service Improvement Goal)
 - Art Center staff has adopted the use of Springbrook software for payroll, purchase orders, and financial reporting. Staff participates in training as it is offered through the City and seeks out best practices within the profession such as training in marketing/social media, collections managements, board development, etc.
- To work with the Community Improvement Action Team (CIAT) and other community groups to promote community pride through beautification and placemaking programs. (Council and Management Marketing Goal)
 - The public art team within CIAT, of which the Art Center Director is a member, worked through the process of obtaining permission for the installation of a smaller-scale public art project on the Muscatine riverfront. The team coordinated with the University of Iowa's Sustainability Office and Arts Share program to launch a project with MFA student (and now, program graduate) Yelena Mass, however the artist did not bring the project to fruition. The Parks & Rec Commission endorsed the project idea. The process of obtaining permission brought to the forefront many critical questions for providing a channel to install and maintain public art.
- Other Accomplishments
 - In 2016, the Muscatine Art Center Support Foundation provided an additional \$51,000 to cover expenses related to exhibitions/programming, acquisitions, and collections care, including a stipend for the Western Illinois Graduate Assistant. The Support Foundation contributed \$360,000 towards the unfunded portion of the Art Center's HVAC and window replacement project.
 - The Art Center staff has launched the campaign, "Framing the Future", to backfill the funds contributed by the Muscatine Art Center Support Foundation. An 8-page leaflet, tri-fold brochure, campaign flyer, Endow Iowa tax-credit flyer, campaign announcement flyer, invitations, and various cover letters were developed. Three kick-off meetings were held in June 2016. The Director presented at Rotary and is scheduled to present at the November meeting of Century Club. One-on-one appointments, telephone calls, emails, and other meetings have helped to secure gifts to the campaign. An anonymous donor matched dollar for dollar cash on-hand by October 24, 2016, up to \$100,000. This milestone was achieved, and the overall goal of \$350,000 was reached.
 - In fiscal year 2016/17, the Friends of the Muscatine Art Center provided \$21,502.44 to cover partial wages for the Program Coordinator and Registrar. In addition to this, Friends also covered busing costs so local

schools can visit Art Center exhibitions and scholarships so local students on free/reduced lunch can participate in studio art classes at the Art Center.

- The Muscatine Art Center Support Foundation provided \$20,435.61 to the City of Muscatine to cover partial wages for the Program Coordinator and Registrar and partial benefits for the Registrar in fiscal year 2016/17.

The Muscatine Art Center completed grant funded project, managed grants, and filed grant reports for the following:

- State Historical Society of Iowa – The Art Center received two grants through the state’s Historical Resource Development Program (HRDP).
 - One grant (\$5,000) will fund the work of Jennifer Price to complete the Musser Mansion’s nomination for the National Register of Historic Places. The full grant sum will be paid out to Jennifer Price, Consultant.
 - The other grant (\$9,375) will fund a technology component that will enable visitors to look up information about the collections displayed in the first floor period rooms of the mansion. The full grant sum will be paid out to one company.
- Early American Pattern Glass Society – The Art Center received a grant in the amount of \$2,500 for the installation of a case for displaying examples from the glass collection. The full sum will be paid to one company.
- Iowa Department of Cultural Affairs/Cultural Leadership Partner Operational Support - \$10,000 was awarded for fiscal year 16/17.
- Roy J. Carver Charitable Trust – A grant in the amount of \$360,000 was awarded. Funds are expected to be received in full by the end of October 2015. \$200,000 of the award is the Art Center’s portion of the HVAC project. \$160,000 is for improvements in the Laura Musser Mansion as described in the budget: exhibition spaces, related technology, and facility improvements such as track lighting and new carpet.
- Community Foundation of Greater Muscatine – A grant in the amount of \$1,800 was awarded to cover partial expenses for the removal and cleaning of the organ pipes as part of a pipe room repair project.
- Ascentra Credit Union – A grant in the amount of \$500 was received to offset the cost of supplies and staff hours for programming in coordination with United Way during the summer meal program.

Exhibitions / Collections

- The Muscatine Art Center staffed work with the Figge Museum of Art in Davenport and the Hearst Center for the Arts in Cedar Falls to create three exhibitions. One of the main purposes for the outgoing exhibitions was to ensure the safety of the collection items during construction. The Figge hosted the exhibitions, “Mississippi River Views from the Muscatine Art Center Collection” (February 6 – June 5, 2016) and “Masterpieces of 20th Century Art from the Mary Musser Gilmore Collection” (May 28 – August 28, 2016). The Hearst exhibited “20th Century Art from the Mary Musser Gilmore Collection” (July 28 – September 25, 2016).
- During 2016 – 2017, the Muscatine Art Center’s historic Musser McColm House was closed for a long period of time to allow for facility upgrades and to provide space for storing collections. Managing the collection with contractors in the facility required a flexibility and special attention to ensure works of art and artifacts remained safe, making it necessary for staff to coordinate closely with contractors. Despite the partial facility closure and overwhelming difficult

circumstances, the staff ensured that something remained on view for the public to enjoy, with the exception of a few days in between exhibitions in the Stanley Gallery. Staff organized and curated many exhibitions using the permanent collection and selected traveling exhibitions suitable for a facility with limited control over temperature and humidity. Temporary dehumidification units were installed during work in the Stanley Gallery to help manage the environmental conditions.

- Staff worked with a technology and design firm out of Des Moines to complete technology-based features including three orientation videos (all requiring large numbers of photographs, videos, archival materials, copy editing, etc.) and two touch-screen kiosks with collections information and photographs organized in a complex database and shared with the technology company.
- Staff managed a number of exhibition related changes in the Musser House including the demolition of a built in case (and plaster repair of the wall) to create an orientation space. Staff also oversaw the design, building, and installation of 8 display cases for exhibiting the glass collection. In addition to planning the cases and coordinating with the local builder, the glass collection itself was handled multiple times. Once to organize the collection and evaluate for duplicates, and again to wash and install the glass in cases. Over 2,000 pieces of glass were processed in this way, pulled out of storage, sorted, displayed, and, for some pieces, placed into new storage.
- Staff also installed a new hanging system on the second floor of the Musser McColm house. This required the staff to become proficient at using the new system, while also determining which works of art to install. Many large and small decisions have been made along the way. Moving works of art, artifacts, and furniture from one area upsets a delicate storage balance. Storage space is beyond tight at the Art Center so new installations result in extra work for staff. Behind the scenes spaces where collections and non-collections were stored were also lost due to the size of mechanical equipment for the HVAC system. This compounded the storage problem, and staff has cautiously evaluated repurposing space with a close eye on temperature and humidity control in regard to the actual make up of items considered for the space.
- During the facilities project, the staff managed the collection (18,000+ items). This was a major undertaking, especially during the period of interruption in the Carriage House, where most items are stored. The window replacement project in the Carriage House became more problematic than originally believed. The historic windows were repaired and new storm windows were ordered. The building's windows were to be in transition over a one-month period, but a delay of three months in delivery of the storm windows made it impossible to return temporarily relocated collection items to their proper location. This caused a "logjam", preventing projects in the Musser McColm house from moving forward. Staff took it in stride and continued to ensure the safety of the collection. The logjam also placed additional pressure on the full staff during March and April 2017. Once the Carriage House windows were finished, the collection needed to be moved back into storage so that a multitude of projects in the Musser McColm house could be completed. Staff also led intensive cleaning in multiple phases.
- In addition to the many unusual circumstances and projects in 2016 – 2017, the Art Center completed its National Register of Historic Places nomination. Staff worked with a grant-funded consultant to provide historic content, photographs, archives, and other materials for the nomination. The staff, board, and

volunteers reviewed the nomination on several occasions throughout the process.

- Throughout the year, staff worked with other many researchers to supply information and materials. This included a researcher completing a book about historic gardens, the New York Botanical Garden for an upcoming exhibition on Georgia O'Keeffe, local individuals caring for family heirlooms, staff members from other state and regional museums, etc. From 2015 and continuing to present day, the pressure on staff has been intense, but the team has worked together to calmly and efficiently move through various stages of the projects.



Telling The Story Of Muscatine

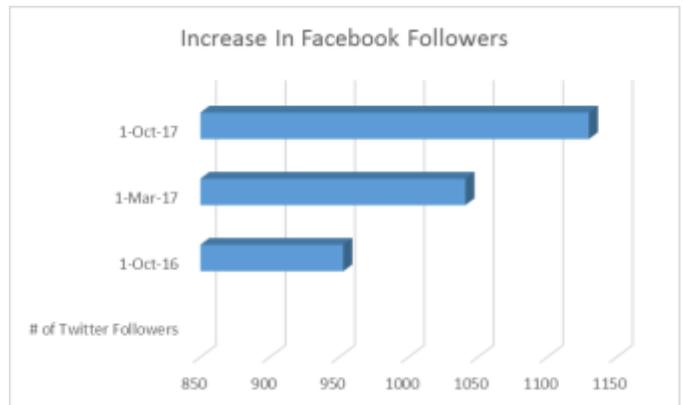
Report of City of Muscatine Communication Efforts

The City of Muscatine communication effort includes a combination of traditional media and the internet. The traditional media approach includes preparing and distributing press releases to area newspaper, radio, and television stations. The internet approach uses the City of Muscatine web site as the main source for all information about Muscatine while the various social media channels allow the City to target more specific audiences for our messages. We are also able to use the local cable network through Civic TV Channel 2 to showcase meetings and relay information to the public.

Social Media—Facebook

Social media continues to be one of the top communication tools in promoting the city of Muscatine with Facebook continuing to lead the way in the number of people following the City of Muscatine.

Followers on Facebook have increased 141% since October 1, 2016, and 120% since March 1, 2017, when I joined City staff.



City of Muscatine, Iowa - City Government added 3 new photos. May 9 · 9f

HISTORY UNEARTHED
Some early history of Muscatine was unearthed during the Mississippi Drive reconstruction project as long buried trolley tracks on Iowa Avenue were unearthed as construction crews removed the pavement Tuesday. The trolley system ran in Muscatine from 1883 through 1929. The Clinton Depot & Muscatine Railway Depot and Freight House were located on the east side of Iowa Avenue between 2nd Street and Front Street (currently Mississippi Drive) in the area where Avenue Subs and Missipi Brew are now located.

57,610 People Reached
2,769 Reactions, Comments & Shares

1,818 Like	626 On Post	4,192 On Shares
73 Love	36 On Post	37 On Shares
3 Haha	1 On Post	2 On Shares
121 Wow	68 On Post	71 On Shares
4 Sad	0 On Post	4 On Shares
1 Angry	0 On Post	1 On Shares
220 Comments	97 On Post	123 On Shares
529 Shares	522 On Post	7 On Shares

12,818 Post Clicks
3,752 Photo Views | 16 Link Clicks | 9,050 Other Clicks

NEGATIVE FEEDBACK
26 Hide Post | 8 Hide All Posts
0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts.

57,610 people reached

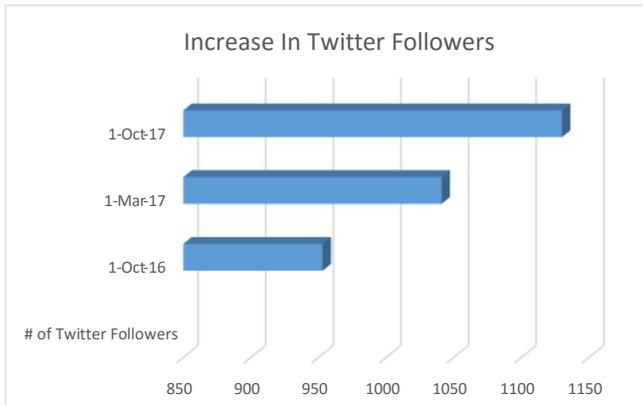
53 Comments 522 Shares

The Facebook site has consistently had an average weekly reach (number of unique accounts that see a post) of 28,017. Our highest weekly reach during the past year came during the week of May 7-13, 2017 when 109, 536 unique accounts saw posts on the City Facebook page. That was aided by our post on May 9, “History Unearthed”, that reached 57,610 unique accounts by itself in the days immediately following the posting with 2,769 users reacting to, commenting, or sharing the post.



Telling The Story Of Muscatine

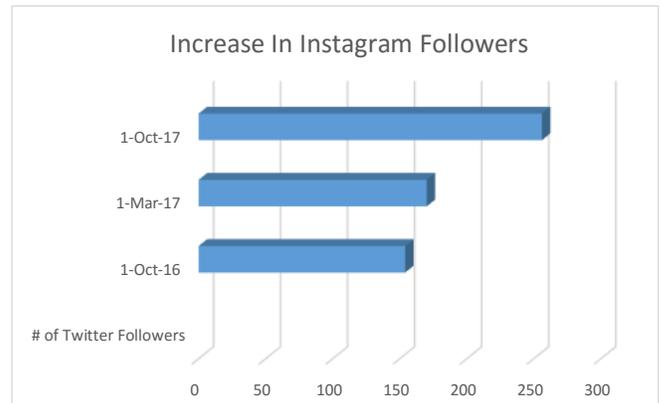
Report of City of Muscatine Communication Efforts



Even the simplest of tweets can create a following such as the one that announces that Mulberry Avenue was open. Twitter numbers have increased 118% over the past year and we are averaging about 17 new followers each month.



Instagram is one of the newcomers to the stable of City of Muscatine social media and while what we can do with Instagram is increasing almost weekly, the platform is still a picture first, smart phone or tablet first platform. We are up 166% in followers from a year ago and stand at 256.



LinkedIn has been an underutilized platform but one with potential especially with a more professional base of members. The City of Muscatine has used LinkedIn to promote staff openings of a more professional nature and, more recently, we have been posting articles which have garnered attention among the professional ranks. Currently the City of Muscatine has 56 followers on LinkedIn, a number that could grow with more promotion and more articles. We were at 20 followers a year ago and added 23 followers in the six months since I joined the staff in March.



Telling The Story Of Muscatine

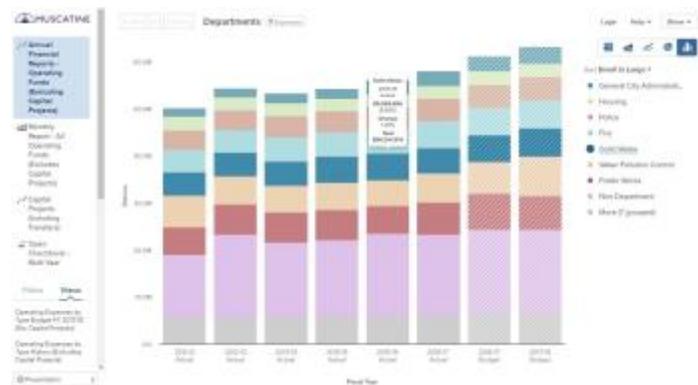
Report of City of Muscatine Communication Efforts

Not one of our newest ventures into the realm of social media but one that has seen a lot of interest in the past three weeks as been YouTube. The City of Muscatine has 95



subscribers to our YouTube Channel that now features live broadcasts of City Council meetings. We also had a live broadcast of the recent City Council and Mayoral candidate forum which has had 508 views since the original airing on Oct. 8. Once we hit 100 subscribers, the City of Muscatine will be awarded their own URL from YouTube which should further enhance promotion of this channel.

One of our newest ventures for transparency has been the implementation of OpenGov, a utility that can be used by city council members and the public alike to get an in-depth look as to where the taxpayers money is being spent. Department heads can also utilize OpenGov by establishing metrics from which they can gauge the success or failure of programs within their department, and from which they can obtain valuable information in the formation of budget proposals. Open Gov was unveiled in July 2017 and has been an immediate success. In the past 90 days, 136 unique users have visited the site (63.24% new users and 36.76% returning users)), spending an average time of 3:35. Sixty visitors downloaded at least one report with 30 downloading two to five reports.



Press Releases, Newsletters & Blogs

Press releases are one of the most important tools in the promotion of the City of Muscatine, highlighting the many good people, departments, activities, and projects that are a part of this community. A total of 118 press releases have been written since March 1, 12 blogs, and eight newsletters, each promoting the City in a positive light.

The most recent blog on Transparency in the City has received 301 views by 190 visitors which means that at least half of the time the visitor has looked at the article a second time. The blog is our primary tool for the promotion of the numerous positives that the City is providing for the citizens of Muscatine.



Telling The Story Of Muscatine

Report of City of Muscatine Communication Efforts

MailChimp is our mailing list for the City newsletter which is sent out at the first of each month. Currently we have 420 subscribers to that email list, up from 329 a year ago and up even slightly from March which was 409. The use of links to stories housed on the City of Muscatine web site has been a good tool to bring people to the main web site for even a brief visit.

FACEBOOK	FY 14-15	FY 15-16	FY 16-17	FY 17-18	Expectation for June 30, 2018
Page Likes	1,326	3,598	4,343	4,549 (10/16/17)	
Avg. Weekly Post Reach	1,282	18,345		18,500	
Avg. Weekly Posts				15	
TWITTER	FY 14-15	FY 15-16	FY 16-17	FY 17-18	Expectation for June 30, 2018
Page Followers	651	897	1,084	1,130 (10/16/17)	
Avg. Weekly Impressions			3,640	4,538	
Avg. Weekly Tweets			8.7	8	



Telling The Story Of Muscatine

Report of City of Muscatine Communication Efforts

INSTAGRAM	FY 14-15	FY 15-16	FY 16-17	FY 17-18	Expectation for June 30, 2018
Page Followers	11			256 (10-16-17)	
Avg. Weekly Impressions				222	
Avg. Weekly Posts				2	

OPEN GOV	LAST 7	LAST 30	LAST 90	OVERALL	Expectation for June 30, 2018
Number Of Visits	7 (10/16/17)	49	136	200	
Avg. Time Per Visit	12:47	3:23	3:35	3:20	



Telling The Story Of Muscatine

Report of City of Muscatine Communication Efforts

LINKEDIN	FY 14-15	FY 15-16	FY 16-17	FY 17-18	Expectation for June 30, 2018
Page Followers			45	56 (10/16/17)	
Avg. Weekly Impressions				125	
YOUTUBE	FY 14-15	FY 15-16	FY 16-17	FY 17-18	Expectation for June 30, 2018
Subscribers				95 (10/16/17)	
Views				1,251	
Videos Posted				12	
Average views				104	



Telling The Story Of Muscatine

Report of City of Muscatine Communication Efforts

2016-17 Annual Accomplishments **COMMUNICATION**

- Helped to develop web page for OpenGov site, worked with OpenGov for the development of an instructional video, developed and implemented promotional campaign for OpenGov transparency site.
- Used first Facebook Live event to publicize and promote the Firefighter vs. Police charity softball game.
- Prepared and released 118 press releases (between March 1 and Oct. 15) □ Prepared and released the last six City monthly newsletters.
- Prepared and released six blog postings.
- Designed, developed, and implemented web site landing page for construction information within the City of Muscatine. Utilized staff from Public Works and MAGIC to develop static and real time maps of construction areas along with stated detours.
- One of the goals of the construction projects this year was to keep the public informed. This has been accomplished with weekly Construction Updates on the major projects being undertaken by the City of Muscatine. This included the development of photo galleries for several key projects as they progress.
- Promotions included stories on Pollinator Park, Waste to Gas, Kent Stein to Deep Lakes Park Trail, “new” dump truck for City dedicated to cancer awareness, transparency, etc.
- Assisted staff members with press releases as needed.



Telling The Story Of Muscatine

Report of City of Muscatine Communication Efforts

2017-18 Goals **COMMUNICATION**

- Continue to enhance the City of Muscatine web site by making it more user friendly (easier to find information)
- Continue to enhance the use of Social Media to promote the positive of Muscatine including increased use of video in postings.
- Continue efforts to promote transparency efforts of the City of Muscatine.
- Work with the Convention & Visitor's Bureau to develop marketing strategies for the City of Muscatine.
- Look for positive stories while also looking at the negatives and seeing how to turn them into positive outcomes.
- Continue to promote the openness of City staff to questions from the public.

City of Muscatine
Grant and Contribution Summary
For Fiscal Years Ended June 30, 2016 and June 30, 2017
9/20/17

	Fiscal Year 2015/2016		Fiscal Year 2016/2017	
<u>General Fund</u>				
Police:				
Traffic Safety Grant	\$ 14,747.33		\$ 14,412.24	
Violence Against Women	-		2,155.77	
Bulletproof Vest Grants	2,015.67		1,211.92	
HIDTA Grant	86,775.66		94,102.81	
Byrnes Grant - Drug Task Force	19,467.00		16,681.00	
School Resources Officer Reimb.	84,609.80		139,964.99	
Methamphetamine Drug Hot Spots	-		6,151.54	
Muscatine Charities - Mentor Program	5,196.75		5,063.40	
Donations for Bicycle Program	-		4,357.20	
Contribution for Special Response Team Equipment (Kent Corp)	159.62		41,565.00	
JAG Grant - Equipment/Programs	20,015.61	\$ 232,987.44	19,613.00	\$ 345,278.87
Fire:				
Donation for EMT at Industry Picnic	500.00		-	
EMA - Donation for Fire Equipment	4,983.25	5,483.25	-	-
Risk Management:				
ICAP Grant	-	-	1,000.00	1,000.00
Art Center:				
Cultural Affairs Grants	10,000.00		10,000.00	
Friends of Muscatine Art Center	18,945.08		21,502.44	
Art Center Support Foundation	18,945.34	47,890.42	20,435.93	51,938.37
Cemetery:				
Trees for Kids State Grant	4,675.00	4,675.00	-	-
Parks and Recreation:				
Miscellaneous Donations	1,949.97		1,220.00	
Iowa DNR - Tree Grant	-	1,949.97	-	1,220.00
Subtotal - General Fund		\$ 292,986.08		\$ 399,437.24
<u>Trust Funds</u>				
Library:				
Enrich Iowa Grant	\$ 4,587.43		\$ 4,168.01	
Open Access Grant	20,832.85		20,406.86	
Donations/Bequests	11,165.21	\$ 36,585.49	29,170.34	\$ 53,745.21
Art Center General Trust:				
State Cultural Affairs Project Grant	\$ 9,425.00		\$ -	
Historic Resources Development State Grant	2,500.00		2,356.68	
HRDP State Grant	4,687.50		4,687.50	
Carver Trust Grant	160,000.00		12,500.00	
General Donations/Local Grants	38,210.75	214,823.25	13,254.11	32,798.29
Subtotal - Trust Funds		\$ 251,408.74		\$ 86,543.50
<u>Capital Projects</u>				
Mulberry Avenue Project:				
Federal Grant (\$1,200,000 total grant)	\$ -	\$ -	\$ 1,140,000.00	\$ 1,140,000.00
Art Center HVAC and Building Envelope Project:				
Carver Trust Grant	200,000.00		-	
Art Center Support Foundation Contribution	-	200,000.00	360,000.00	360,000.00
Musser Public Library and HNI Community Center:				
Carver Trust Grant	-		550,000.00	

	<u>Fiscal Year 2015/2016</u>		<u>Fiscal Year 2016/2017</u>	
HNI Contribution of Building (Assessed value; market value higher)	-	-	977,950.00	1,527,950.00
Colorado Street Project:				
Federal Grant (Closed out in FY 17)	30,000.00	30,000.00	30,000.00	30,000.00
Cedar Street Project:				
State Grant - Traffic Signals	127,723.00		-	
Federal Grant (Closed out in FY 17)	43,950.01	171,673.01	43,950.00	43,950.00
Mississippi Drive Corridor Environmental:				
Federal Grant	72,977.85	72,977.85	2,234.58	2,234.58
Railroad Quiet Zone Project:				
Howe Trust and Howe Foundation	-	-	769,220.00	769,220.00
Port Development Study:				
State Grant	-		79,910.60	
Kent Corporation Contribution for Grant Match	-	-	19,977.65	99,888.25
Boat Harbor Long Dock Project:				
IDNR REAP Grant	-	-	125,000.00	125,000.00
Riverfront Development Project:				
Contributions	-	-	10,000.00	10,000.00
CDBG Downtown Revitalization Project:				
Federal Grant (Closed out in FY 17)	22,294.00	22,294.00	406,628.00	406,628.00
Transfer of Jurisdiction Projects (Mississippi Drive Corridor):				
IDNR Environmental Grants	-		21,837.50	
CP Rail Contribution (Pmt 1 of 2)	-	-	2,000,000.00	2,021,837.50
Downtown Holiday Decorations				
Donation	9,996.04	9,996.04	16,999.97	16,999.97
Airport:				
Airport Apron and T-Hangar Design - State Grant	\$ -		\$ 26,987.00	
T-Hangar Connector Road - State Grant	123,745.00		-	
Airport Electrical Upgrade - State Grant	58,850.00		-	
FAA -Airport Master Plan Update	1,800.00		122,977.70	
FAA - Airport Runway Reconstruction - Construction	3,127,599.26		635,803.97	
FAA - Airport Runway Reconstruction - Petrographic Analysis and Design	6,397.67	3,318,391.93	-	785,768.67
Subtotal - Capital Projects		\$ 3,825,332.83		\$ 7,339,476.97
<u>Enterprise Funds</u>				
Transit:				
Federal Operating Grant (Ongoing)	\$ 375,776.00		\$ 381,844.00	
Federal Grant - Buses	-		226,639.00	
Job Access Grant	-		27,672.00	
New Freedoms Grant	-		5,840.00	
Training Fellowships	252.00		838.00	
State Operating Grant (Ongoing)	227,440.67	\$ 603,468.67	235,163.04	\$ 877,996.04
Golf Course:				
Health Support Foundation - AED Grant	1,436.85		-	
Memorial for Bench	641.00		-	
Donation - Youth Program	-	2,077.85	590.00	590.00
Water Pollution Control Plant:				
Donation for Pollinator Seed Mix	-	-	6,000.00	6,000.00
Storm Water Operations:				
Branching Out Grant	-	-	4,400.00	4,400.00

	<u>Fiscal Year 2015/2016</u>		<u>Fiscal Year 2016/2017</u>	
Convention and Visitors Bureau:				
County Contribution	1,250.00		1,000.00	
Contributions for Events	3,350.00	4,600.00	2,992.41	3,992.41
Ambulance Operations:				
Muscatine Health Support Foundation Grants	\$ 20,500.00		\$ 9,899.20	
Roy J Carver Charitable Trust Grant - Cardio Equip.	17,000.00	37,500.00	-	9,899.20
Airport Operations:				
State Grant - Beacon	\$ 2,901.00	\$ 2,901.00	\$ -	\$ -
Subtotal - Enterprise Funds		\$ 650,547.52		\$ 902,877.65
Special Revenue Funds				
1st Time Home Owners Program:				
HUD Counseling Grant	\$ 11,515.60		\$ 19,125.00	
Wells Fargo Grant	-		4,000.00	
Housing Trust Grant (Ongoing)	19,300.00	30,815.60	17,470.00	40,595.00
Sunset Park Children's Education Program:				
United Way Contributions	\$ 25,075.18		\$ 21,849.91	
Community Foundation	-		4,000.00	
Other Contributions	400.00	25,475.18	848.70	26,698.61
Small Business Forgivable Loan Program:				
Federal Home Loan Bank Grant	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Section 8 Housing:				
HUD - Section 8 Housing Assistance Payments (Ongoing)	1,718,674.19		1,669,305.00	
HUD - Section 8 Administration (Ongoing)	201,617.00		203,635.00	
HUD - Family Self-Sufficiency Funding (Ongoing)	60,507.20	1,980,798.39	65,029.38	1,937,969.38
Public Housing:				
Federal Operating Subsidy (Ongoing)	188,985.00		201,974.00	
Federal Capital Funding (Ongoing)	166,481.43		163,243.00	
Local Grant for AED	-	355,466.43	1,325.00	366,542.00
Subtotal - Special Revenue Funds		\$ 2,392,555.60		\$ 2,374,804.99
Total - All Funds		\$ 7,412,830.77		\$ 11,103,140.35
Additional Grants Previously Awarded to be Expended in Upcoming Year(s):				
IDOT - Federal Grant for Kent Stein Park to Deep Lakes Park Trail	\$ 458,402.00			
State Recreational Trail Grant - Kent Stein Park to Deep Lakes Park Trail	381,100.00			
Musco - Contribution for Kent Stein Park to Deep Lakes Park Trail	10,000.00			
IDOT - Federal Grant for Mulberry Avenue Project (Balance)	60,000.00			
State - Airport Zoning Ordinance Update	25,000.00			
Total Additional Grants/Funding		<u>\$ 934,502.00</u>		
Awarded after July 1, 2017:				
JAG Grant 2017 - Equipment/Programs (50% of this to County)			(Need amount)	
Total Awarded after July 1, 2017		<u>\$ -</u>		