

Performance Area: Empower Upward Economic Mobility

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
E-1	Be a small business advocate and resource for new and existing businesses	Kathryn Byers	WIN	2020	Conduct business retention visits throughout the city and assist businesses with growth and development
E-2	Implement TIF district in downtown Paducah	Katie Axt	WIN	2020	Successful implementation of the TIF district through the State
E-3	Promote occupancy in all downtown buildings	Katie Axt	WIN	2020	90% of downtown buildings occupied
E-4	BUILD Grant - design and construct a steamboat excursion dock, park, and pedestrian connections to downtown	Ty Wilson	WIN	2020 - 2023	Entire stretch of the riverfront will be redeveloped to attract tourists, encourage business investment, and mixed use development
E-5	Promote maximum participation in the complete count Census 2020	Pam Spencer	WIN	2020	Great participation from all demographics within the City
E-6	Initiate and maintain ongoing effective communications with GPED	Jim Arndt	High	2020	Conduct regular monthly meetings with GPED CEO and continually update Board of Commissioners on quarterly basis
E-7	Partner with local taskforce to create a program that helps individuals living in poverty obtain and keep employment	Michelle Smolen	High	2020	Participate in the local taskforce meetings and support the elected officials in this endeavor

Performance Area: Maintain Thoughtful & Modern Infrastructure

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
I-1	Continue to expand the Greenway Trail Corridor throughout the City	Tammara Tracy & Rick Murphy	WIN	2020	Completion of the Bob Leeper Bridge and construction of Phase 5. Plan Phase 6 and apply for grant funding
I-2	Continue implementation of the USACE/City of Paducah \$32m Local Flood Protection Project (LFPP) Restoration	Rick Murphy	WIN	2020 - 2022	Replacement of discharge pipes & the slice gate, rehabilitation of various mechanical components and motors at Pump Station #2
I-3	Stormwater utility maintenance and mitigation	Rick Murphy & Chris Yarber	WIN	2020	Design and construct targeted stormwater maintenance projects and improvements
I-4	Complete the 5 year facility asset improvement plan and begin implementation	Rick Murphy & Chris Yarber	High	2020	Begin implementation of capital facility improvements
I-5	Improve and maintain cyber security and City Hall security	Stephen Chino	High	2020	Complete Phase 1 security improvements and access control at City Hall and conduct employee cyber security training seminars
I-6	Design and construct pedestrian safety improvements - Crossings, sidewalks, flashing lights, etc.	Rick Murphy	High	2020	Installation of new sidewalks and improvements of pedestrian interchanges in high traffic areas and/or critical connections

Performance Area: Develop Healthy & Sustainable Neighborhoods

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
N-1	Encourage, incentivize, and/or support more housing options throughout the City	Tammara Tracy	WIN	2020	Development and construction of more housing options
N-2	Engage and empower neighborhoods to thrive	Melanie Reason	WIN	2020	Development, participation and leadership in neighborhood associations throughout the city

Performance Area: Public Safety

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
P-1	Adopt and implement alternative 911 revenue source through a partnership with the County and upgrade the countywide system	Michelle Smolen & Chief Laird	WIN	2020	A stable and sustainable revenue source that supports emergency telecommunications and capital expenditures
P-2	Expand substance abuse community education, awareness and enforcement efforts	Chief Laird	High	2020 - 2022	Provide ongoing educational outreach sessions for diverse communities within the city
P-3	Design and build a cooperative public safety training facility and grounds	Chief Kyle	High	2020 - 2023	Obtain grant funding to begin the design and construction of the facility

Performance Area: Recreation & Wellbeing

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
R-1	Plan, design and construct a sports plex and indoor recreation aquatic facility	James Arndt	WIN	2020 - 2021	Complete design and begin construction of the indoor recreation and aquatic facility in Noble Park
R-2	Support the Sports Commission in their pursuit of the long term development, design, construction, operation, maintenance, sales and marketing of tournament worthy sports facilities	Amie Clark	WIN	2020	Attend and participate at the McCracken County Sports Commission meetings advocating for outdoor fields in the City
R-3	Evaluate and combine outdoor concerts and block party	Molly Tomasallo Johnson	WIN	2020	Work with Mainstreet Coordinator to maximize participation and attendance at regularly scheduled downtown events
R-4	Conduct pop-up farmers market throughout the city	Molly Tomasallo Johnson	High	2020	Implement pop-up farmer's markets in various locations within the city
R-5	Create, promote and increase awareness about shoreline and river based recreation activities/competitions	Katie Axt	High	2020 - 2023	Continue Tennessee Riverline initiative and create river based recreation activity
R-6	Improve the experience of planning community special events for the customers	Michelle Smolen & MMT	High	2020	Streamline the internal process while keeping customers at the forefront

Performance Area: Open, Smart & Engaged Government

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
O-1	Implement Measures to Recruit & Retain Quality City Employees	Stefanie Suazo	WIN	2020	Become a preferred employer within the western KY, southern IL and southeast MO region

Performance Area: Creative Industries

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
C-1	Fully appoint and support a Creative and Cultural Council	Lindsay Parish & Tammara Tracy	WIN	2020	An Arts Council is created to enhance current activities and monitor progress with measurable objectives
C-2	Recognize, promote and encourage creative industry growth	Creative and Cultural Council	High	2020 - Ongoing	Continue to increase the number of advanced workshops focused on entrepreneurial and business development for creative industries
C-3	Assist local arts and culture organizations with grant funding	Ty Wilson	High	2020 - Ongoing	Provide technical assistance to the Creative and Cultural Council in pursuing arts grants
C-4	Promote and encourage Creative Exchanges with other Creative Cities	Mayor Harless	High	2020 - Ongoing	Continue to enhance our global reputation through UNESCO
C-5	Implement an annual assessment on arts and culture	Creative and Cultural Council	Low	2020 - Ongoing	Conduct an annual assessment to track progress

Performance Area: Celebrate a Diverse Community

Item Code	Action Item	Key Team Member	Priority Level	Action Timeline	Expectations
D - 1	Develop intentional inclusion efforts throughout our organization	Leadership Team	WIN	2020 - Ongoing	Inclusion will be the norm in Team Paducah's culture that sets an example for the community

Continuous Improvement		
Item Code	Action Item	Key Team Member
CI - 1	Continue to support efforts to cultivate local entrepreneurship and innovation with Sprocket and CodeFi	Kathryn Byers
CI - 2	Implement new zoning regulations	Tammara Tracy
CI - 3	Improve and construct internet Wi-Fi at public places	Stephen Chino
CI - 4	Improve street conditions within the City	Rick Murphy
CI - 5	Increase energy efficiency within City-owned and operated facilities and street lights	Rick Murphy
CI - 6	Intensify parks maintenance and cleanliness efforts	Mark Thompson
CI - 7	Promote, design and encourage annual athletic tournaments and competition	Amie Clark
CI - 8	Host city sponsored special events partnering with community/business partners	Molly Tomasallo Johnson
CI - 9	Continue enhancement of parks equipment, and signage	Amie Clark
CI - 10	Continue new youth oriented community policing programs and projects	Asst. Chief Copeland
CI - 11	Continue to develop a dynamic, interactive, resource-rich website, online services and social media presence	Leadership Team
CI - 12	Create and sustain a customer centric culture aligned with our organizational values	Lindsay Parish
CI - 13	Host high school and college interns on a regular basis	Stefanie Suazo

What's Important Later		
Item Code	Action Item	Key Team Member
WIL 1	Downsize the City's ownership in facilities	Jim Arndt
WIL 2	Pursue national recreation and parks association departmental accreditation	Amie Clark
WIL 3	Develop and implement a fire community risk reduction program	April Tinsman
WIL 4	Implement a city-wide branding campaign	Jim Arndt
WIL 5	Solicit, promote, and encourage film productions and/or live theater in the City	Tammara Tracy
WIL 6	Beautification of commercial corridors through the focus on signage at gateways	Rick Murphy & Chris Yarber
WIL 7	Create a comprehensive bike plan	Tammara Tracy
WIL 8	Adopt and implement performance management standards throughout the organization	City Manager's Office
WIL 9	Create a community awards program to celebrate the fulfillment of the city's vision	Pam Spencer