

# Strategic Goals & Milestones

2019 – 2024

# Long-Term Goal

## **Big Hairy Audacious Goal**

Develop an infrastructure system available to create shovel-ready development sites by 2030.

# Strategic Milestones



## Year Markers

- Infrastructure Plan for Lake Area
- Business Park Doubles In Assessed Value
- Increased Assessed Town Value By 20%

# Strategic Milestones



## Year Markers

- Business Park Sewer System
- Developer Pool
- Housing Developments
  - Senior housing
  - Transitional housing

# Strategic Milestones



## Year Areas of Focus

- Utility Plan
- Zoning
- Funding

# Year One Areas of Focus

## Utility Plan

- WISE Goal (*Wide, Integrated, Synergistic, Expansive*)
  - Complete a comprehensive utility plan to provide infrastructure (internet, water, sewer, power) that protects Rome's rustic charm while allowing for targeted development.
- SMART Goal (*Specific, Measured, Attainable, Realistic, Time Bound*)
  - Assemble an Request for Proposal (RFP) for planning services to provide a comprehensive utility (internet, water, sewer, power) plan for the Town, with a draft completed no later than December 1, 2019 and a contract awarded by April 1, 2020.
- Why Do It?
  - Provides the opportunity to positively affect water quality by shaping future septic and water use while working to encourage and manage commercial or residential development.

# Year One Areas of Focus

## Zoning

- WISE Goal (*Wide, Integrated, Synergistic, Expansive*)
  - Use zoning as a tool to shape growth in ways that retain Rome's environment while promoting targeted growth.
- SMART Goal (*Specific, Measured, Attainable, Realistic, Time Bound*)
  - Identify communities similar Rome with infrastructure and shovel-ready sites, and narrow down to three communities to study & visit no later January 31, 2020. Prepare Zoning amendments necessary to duplicate success and present finding to the Town Board by April 1, 2020.
- Why Do It?
  - Provides the tools for the town to facilitate growth while balancing needs for green space, infrastructure, development and recreational opportunities.

# Year One Areas of Focus

## Identifying Funding

- WISE Goal (*Wide, Integrated, Synergistic, Expansive*)
  - Create an approach to funding that leverages available State, Federal and programatic sources to minimize impact on end users and town taxpayers.
- SMART Goal (*Specific, Measured, Attainable, Realistic, Time Bound*)
  - Identify at least four possible funding sources evaluating the viability for the Town of Rome, presenting the best options to the board by February 2020.
- Why Do It?
  - Provides transparent sources of funding that support measured, feasible budgetary goals.



# Utility Plan Milestones

Task	Due	Responsible
Identify Potential Vendors	10/1/2019	Town Administrator
Write RFP	12/1/2019	Town Administrator Town Attorney
Interview Vendors	2/1/2020	Town Administrator Interview Committee
Get Community Input	2/1/2020	Town Administrator Town Attorney Vendor
Award RFPs	4/1/2020	Town Administrator Town Attorney Vendor

# Financing Plan Milestones

Task	Due	Responsible
Pull existing infrastructure plans	8/1/2019	Clerk/Treasurer and Water Utility Superintendent
Maintain contact with state rep	Ongoing	Town Administrator Town Chair
Research other fund sources with vendor after awarded 4/1/2020	10/1/2019	Supervisor(s) and Administrator
Explore Debt Service Options	12/1/2019	Clerk/Treasurer Administrator
Research viability of special assessment	12/1/2019	Town Attorney
Develop public board presentation with award of RFP	April 2020	Administrator

# Zoning Plan Milestones

Task	Due	Responsible
Identify Like Communities	9/1/2019	Zoning Administrator
Evaluate communities choosing 3 for review	9/15/2019	Zoning Administrator
Review zoning approach	11/1/2019	Zoning Administrator
Develop Report for Board	1/1/2020	Zoning Administrator
Develop Public Presentation	2/1/2020	Zoning Administrator