



## 2018 Council Priorities

2018 Priority Area		3Q2018 Progress Report
1. Housing	<p>Highest Priority:</p> <p>a) Assess the current state of the vacant and abandoned housing problem with supporting data/statistics and vigilant monitoring, oversight and robust updating/reporting to Council. Have staff design and implement an effective reporting structure. Staff to consider engaging an outside expert on how to address and abate neighborhood blight (e.g. Kermit Lind). <i>(Housing &amp; Transportation Committee)</i></p> <hr/> <p>b) Pursue aggressive tax foreclosure on income residential properties and commercial properties. <i>(Housing &amp; Transportation Committee)</i></p> <hr/> <p>c) Increase the housing supply and favor home ownership. <i>(Planning &amp; Development Committee)</i></p>	<p>Housing Department staff is tracking several indicators and data points related to status of housing and neighborhoods. Relevant measures for regular reporting to City Council are being compiled. Staff had planned to begin quarterly reporting of these measures at the beginning of the 3<sup>rd</sup> quarter. This initiative was delayed and reporting is now expected to begin during 4Q2018. Housing staff are consistently in contact with outside experts and interested parties including but not limited to Kermit Lind, GCC Cleveland Heights Housing Team, Home Repair Resource Center, FutureHeights, neighboring communities, and First Suburbs where Director Butler serves as chair of the Housing Committee.</p> <hr/> <p>Housing staff continues to closely monitor tax delinquent properties for action. Properties are prioritized by high delinquency and nuisance status. The new tax delinquent rental program began in September 2017 with warning letters to delinquent property owners. Occupancy permits were not issued for delinquent rental properties unless taxes were brought current or proof of a payment plan was submitted. Non-compliant properties are now matriculating through the court system.</p> <hr/> <p>Infill housing was identified as the priority activity for the City's CDC partner. FutureHeights has agreed to facilitate the rehabilitation of five (5) houses in their first year of operation and 7 houses in year two. HRRC has recently received funding to facilitate rehab and Housing staff is currently working with them to identify suitable</p>



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	<p>properties.</p> <hr/> <p>d) Provide tax abatement for Community Reinvestment Areas. <i>(Planning &amp; Development Committee)</i></p> <hr/> <p>Priority:</p> <p>e) Council to create a Housing Committee charged with studying, exploring and communicating to Council and staff regarding strategies for attacking problems, including consideration of foreclosure bonds. Examine best practices in other cities and consider legislation based on same. <i>(Housing &amp; Transportation Committee)</i></p>
<p>2. CDC and Economic Development</p>	<p>Highest Priority:</p> <p>a) Execute on Top of the Hill. <i>(Planning &amp; Development Committee)</i></p>
	<p>Council approved the new City-wide CRA program in July after additional feedback was solicited from the real estate community at a stakeholder meeting in June. The Ohio Development Services Agency gave final approval on September 21, 2018. Marketing will begin in 4Q2018.</p> <hr/> <p>The Housing &amp; Transportation Committee met on May 31, 2018 and again on July 30, 2018 to discuss the foreclosure bonds. The Committee meetings included staff as well as interested parties such as the GCC Cleveland Heights Housing Team and Future Heights. The committee recommended approval of foreclosure bond legislation by the full City Council. First readings were held on September 17, 2018.</p>
	<p>The project remains on schedule. Councilman Ungar was appointed to be liaison to the project. The detailed design process continued this quarter with a special design focus group meeting facilitated by Councilman Ungar. Traffic and parking studies continue and are expected to be completed in the fall. The project is expected to begin the Planned Development Overlay (PDO) process in October 2018 to coincide with Community Meeting #3 scheduled for October 10, 2018. Construction is still expected mid-late 2019.</p>



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	<p>b) Continue economic development focus on Noble Corridor and City-owned property at Noble and Glenwood, Taylor-Tudor neighborhood and the west side of Taylor. <i>(Planning &amp; Development Committee)</i></p>	<p>Noble - The City submitted a census tract in the Noble neighborhood for the Opportunity Zone program and was approved. This program will help to catalyze private investment in the Corridor. The City continued beautification efforts of City-owned property along the Noble Corridor. Business outreach continues along with support of the Noble Neighbors group. Staff remains engaged with the ownership of the former Center Mayfield site and the office property adjacent to Noble/Glenwood. FutureHeights took the lead on securing funds from U.S. Bank for a planning study of the Noble Corridor. Staff worked with FutureHeights on the RFQ and selection process for a consultant to perform the work. A consultant was selected. Staff is awaiting next steps from FutureHeights.</p> <p>Taylor-Tudor – The City gained ownership of the vacant parcel at Superior Park and Taylor in January 2018. The adjacent tax delinquent commercial structures are matriculating through the foreclosure process. Once site control is secured for all three a planning process/feasibility study should be convened to determine redevelop options for the properties in partnership with the neighborhood and surrounding business community, followed by an RFQ/RFP process. In the meantime staff worked with the neighborhood, including the businesses along Taylor at the request of Councilman Stein, to secure support to pursue national historic register designation for the properties as well as a grant to fund structural drawings/floor plans and a</p>



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	<p>conditions assessment to redevelop the properties. Staff has also instituted a maintenance plan to improve the exterior appearance of the property and shore up interior structural threats.</p> <hr/> <p>An agreement to fund FutureHeights for CDC activities was approved by Council on July 30, 2018. FutureHeights agreed to facilitate the rehab of 12 homes over two years. The funding will be used to hire a full time employee to oversee this work. Staff is working with FutureHeights to identify suitable City controlled properties for rehab.</p> <hr/> <p>The Police Department continues to work closely with Noble area residents, including Noble Neighbors, as well as commercial property owners on Taylor regarding safety. Lighting was improved and cameras were installed in the Stadium Square property and special patrols continue in that district, the Noble area, and all key commercial districts. The Police Department has continued the Business Liaison Officer to work directly with businesses to address their concerns and provide safety suggestions.</p> <p>Beautification efforts along the Noble Corridor continued from 2017 to include new tree plantings. Resurfacing of Warrensville Center Road from Noble to Mayfield was completed and planters were added along Noble road.</p> <p>The City continues to work closely with the merchants at Cedar and Taylor regarding the business association's efforts to beautify their area.</p>
	<p>c) Finalize agreement to establish a CDC and establish measurable goals and accountability standards. <i>(Planning &amp; Development Committee)</i></p> <hr/> <p>d) Address safety issues and beautification plans and development/enhancements of key commercial districts. (e.g. Noble, Taylor) <i>(Safety &amp; Municipal Services Committee)</i></p>



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<p>3. Operations/High Performing Organization</p>	<p>Highest Priority:</p> <p>a) Council Operating Guidelines to comport with our Charter and enhance council effectiveness and operating efficiencies and ensure solid partnering relationship with Staff. <i>(Administrative Services Committee)</i></p> <hr/> <p>b) Digitally record all meetings. <i>(Administrative Services Committee)</i></p> <hr/> <p>c) Evaluate Boards and Commissions to determine relevancy in addressing current needs. <i>(Recreation, Community &amp; External Relations)</i></p> <p>d) Adhere to the Master Plan - updates from the City Manager to Council and the community and regular inclusion on the agenda. <i>(City Council)</i></p> <hr/> <p>e) Realign selected Council Committees to be congruent with priorities and define specific tasks with time frames for completion. <i>(Mayor)</i></p>	<p>To be reviewed at a future Administrative Services Committee meeting.</p> <hr/> <p>Implemented new system in Executive Conference Room in late June. Committee of the Whole meeting recordings began with July 2, 2018 meeting and all recordings are now available on the City's website.</p> <hr/> <p>To be reviewed at a future Recreation, Community, &amp; External Relations Committee meeting.</p> <p>City Manager continues to provide a quarterly written report and presentation on the Master Plan's progress to City Council. The public dashboard went live in July and is accessible via the City's website.</p> <hr/> <p>City Council adopted priorities for 2018 on March 19, 2018. Priorities have been assigned to committees along with additional proposed tasks.</p>
<p>4. Collaboration and Regionalization Efforts</p>	<p>Highest Priority:</p> <p>a) Restructure joint Council/School Board meetings to promote open and more productive dialogue. <i>(Mayor)</i></p> <hr/> <p>Priority:</p> <p>b) Work with East Cleveland and Cleveland Metro Parks (and other potential stakeholders) to enhance and transform Forest Hill Park into a true regional community asset of the</p>	<p>Mayor Roe and BOE President Posch have planned and coordinated the March 12, 2018, June 25, 2018, and September 24, 2018 Joint City/BOE meetings to align with the collective interests and priorities of each entity.</p> <hr/> <p>To be reviewed at a future Recreation, Community, &amp; External Relations Committee meeting. Staff has had one meeting with the East Cleveland Parks Association</p>



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	<p>highest caliber. <i>(Recreation, Community &amp; External Relations)</i></p> <hr/> <p>c) Explore the possibility of regionalization of Municipal Courts, Building Department and Animal Control. <i>(Recreation, Community &amp; External Relations)</i></p>	<p>regarding Forest Hill Park. No discussions to date with MetroParks officials.</p> <hr/> <p>To be reviewed at a future Recreation, Community, &amp; External Relations Committee meeting. Before the topic is scheduled for committee discussion, additional research is needed on municipal court regionalization, including discussions with Judge Costello. The animal control and building department ideas have been previously discussed with the County's former Director of Regional Collaboration and were presented to the new leadership of the division in September 2018.</p>
5. Fiscal Stability	<p>Highest Priority:</p> <p>a) Establish a policy goal for the reserve amount. <i>(Finance)</i></p> <hr/> <p>b) Determine long-term fiscal strategy for capital expenditures. <i>(Finance)</i></p>	<p>To be reviewed at a future Finance Committee meeting. In the absence of a formal policy, the City continues to rebuild the reserve by applying fiscally conservative budgeting practices.</p> <hr/> <p>Discussed at the July 6, 2018 Finance Committee. Committee member raised concerns regarding the public's appetite for additional taxes to fund capital needs. Additional research and analysis are needed.</p>
6. Quality of Life/Green Initiatives	<p>Highest Priority:</p> <p>a) Continue the Complete Streets policy. <i>(Housing &amp; Transportation Committee)</i></p> <hr/> <p>Priority:</p> <p>b) Study and pursue greener sustainable waste management and recycling programs. <i>(Safety &amp; Municipal Services Committee)</i></p>	<p>The Complete &amp; Green Streets policy was adopted by City Council on May 8, 2018. Staff will continue to use the policy to guide our actions.</p> <hr/> <p>Staff is preparing to present research at the October 22, 2018 Safety &amp; Municipal Services Committee meeting.</p>



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7. Measuring Progress and Metrics	<p>Priority:</p> <p>a) Develop SMART Goals to use in helping to evaluate delivery of services. (Specific, Measurable, Achievable, Realistic, and Time Bound) <i>(Finance)</i></p>	<p>SMART Goal development training was held January 30, 2018 in preparation for ENVISIO software implementation for Master Plan progress tracking. Directors are practicing writing SMART goals using their Master Plan work plans.</p>
8. Miscellaneous/Other	<p>Highest Priority:</p> <p>a) Promote our city with more external focus on, e.g., University Circle, developers, realtors, etc. <i>(Recreation, Community &amp; External Relations)</i></p> <hr/> <p>Priority:</p> <p>b) Explore sidewalk snow removal program <i>(Safety &amp; Municipal Services Committee)</i></p>	<p>City Manager and Economic Development Director met with UCI representatives on September 17, 2018 to discuss Top of the Hill and other partnership opportunities. CH Advertisements ran in Edible Cleveland (December 2017 and September 2018), Cleveland Magazine (May and September 2018), and Crain's (July, September, and December 2018). Real Estate Brokers &amp; Developers database expanded in anticipation of program workshop(s) to be held during the 4Q2018 to educate on the new City-wide CRA. New City Instagram account expanded to circulate more photography of the City. 14 positive media mentions and/or features since January 2018.</p> <hr/> <p>To be reviewed at a future Safety &amp; Municipal Services Committee.</p>