

2020 and 2021 Loveland City Council Goals

Adopted: March 10, 2020

Goal: Continue to build and promote a vibrant downtown by identifying strategies to encourage private investment while continuing to improve safety by investing in infrastructure and maintenance

Task	June 9, 2020 Update	September 8, 2020 Update	December 11, 2018 Update	March 9, 2021 Update	June 8, 2021 Update	September 14, 2021 Update	December 14, 2021 Update
Encourage downtown tourism using targeted marketing							
Complete a test of the recommended lane reduction on West Loveland Avenue to improve pedestrian & vehicle movement							
Implement a traffic management plan during events to ensure public safety							
Complete Downtown Streetscape Plan							
Explore Downtown Property Owner's interest in the creation of Special Improvement District (SID)							

Goal: Advance the economic health of the City through balanced business expansion, retention, attraction, incubation, and placement of businesses to advance an environment conducive to maintaining the quality of life to which our residents and business communities have become accustomed.

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Create a proactive economic development program, using the Comprehensive Plan to identify premier development areas, with Loveland Madeira Road being the priority area.							
Research how City policies can empower the City's Community Improvement Corporation (CIC) to align and help achieve City goals							
Explore JEDD or JEDZ partnership opportunities with neighboring townships							
Continue to pursue development of lodging options in the City of Loveland, exploring a Loveland Madeira Road location							
Ensure that the City-wide Master Plan articulates the criteria associated with the preferred model for residential development							

Goal: Fund, maintain, and improve infrastructure throughout the City. Reverse a trend of deteriorating pavement conditions and improve the street system that supports the community, while improving the appearance of the community and encouraging private investment.

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Consider a goal to have an annual budget of \$1.25 million in road paving for a period of five years							
Explore ways to stabilize the water fund to enable water main replacement							
Identify strategies to improve sanitary sewers in Warren County							
Enhance sidewalk network throughout the City							

Goal: Establish a high-performing, efficient, effective governing system through open, multimodal communications with our residential and business communities; ensuring active participation from our citizenry, while maintaining a professional, capable City Administration to collectively create a model of successful municipal governance with service levels commensurate with the requirements of a growing community.

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Strengthen and enhance the public relations function and Loveland’s communication efforts using podcasts and You Tube videos							
Develop staffing plans to accompany the 2021 financial plan that will support 2020-2021 goals							
Utilize the Finance Commission to establish a sustainable equipment and building maintenance 5-year budget plan							
Ensure new technology purchases consider the technology owned across all departments and compatibility with that technology							
Assist LSFD with the review of Fire Station Study and relocation of downtown fire station							
Assist LSFD with the review of EMS user fees to review, analyze, and determine appropriate costs for the City to sustain ambulance services to the residents of Loveland							