

# REVIEW OF EDA GOALS AND ACTION PLAN FOR 2021

1. **Safe Routes to School:** In 2021 the board will need to create a subcommittee dedicated to the Safe Routes to School program and trail planning. Some next steps for this project include:
  - a. Establish community buy-in through the identification of local leaders to form subcommittee. This should include not only members of the EDA and City Council. Representatives from the school, chamber of commerce, the religious community, etc.
  - b. Assemble team and establish first gathering time and location for meetings.
  - c. Begin application process for Safe Routes to School Planning Grant. Once this has been approved, a review of the results and recommendations will determine next steps.

COMMENTS: Following discussion with Bolton Menk, decision was made to pause on the full application for Safe Routes to School and instead pursue the Safe Routes to School Planning Grant which will pay for engineering fees and planning for trail development. State will provide staffers to assist with the planning process and facilitate community input events with students, parents and community members.

2. **Client Database:** A spreadsheet to house the information on all local businesses to ensure the board has the ability to reach out with special programming and information when needed. This will also allow the board to look at local trends and needs.  
Providing a *Local Business Survey* will assist in collecting desired data.
  - a. Create Client Database
  - b. Create Business Survey
  - c. For all businesses possible, do surveys in person. For those that cannot be contacted in person, try to get on the phone or do online. Each business should be visited in person if possible.

COMMENTS: This project has largely been on hold this year due to the continuation of COVID-19 and some larger projects that did not allow sufficient time to be allocated to this project. This project will continue into 2022 and should remain ongoing for several years.

3. **Vacant & Underutilized Buildings (commercial & residential):** In an effort to address vacant and/or blighted buildings located within Hayfield, the board will continue to research and begin to assemble ordinances for both residential and commercial buildings located within city limits. Once prepared, a presentation to the City Council regarding potential programming in which the city can enforce ordinances both preventing blight and requiring the elimination of severe blight already present.

COMMENTS: The board went through a discussion on potential of implementing a program like this. The program concept has been presented to the City Council and will remain with them unless a request to pursue the program is received from the Council.

4. **Land Inventory:** Create a land inventory which lists all vacant properties and empty buildings within Hayfield along with parcel details. This information should be placed on the website along with links to local realtors.

COMMENTS: This list has been partially completed and is expected to be completed during the first half of 2022.

5. **Website Development:** When developing the EDA portion of the website the following recommendations should be considered.
  - a. Update Available Property Listings: Using the newly created land inventory, list all properties that are for sale along with contact information for the seller.
  - b. Update Business Listings.
  - c. Business Resources: Add a description of programming, contact information and web address for local, state and federal resources to the EDA portion of the city website.

COMMENTS: Website provides all of the above. Changes are always made when needed.

6. **Residential Development:**
  - a. Website Upgrades
  - b. Marketing Packages for area realtors
  - c. Local programming for incentivizing moving to Hayfield
  - d. Reach out to local developers and connect them with our land inventory.

COMMENTS: Many discussions were had this year and 2022 appears more promising than ever! Ready to keep moving forward with additional discussions on incentives and marketing.

7. **Community Marketing:**
  - a. Mission Statement
  - b. Design & Create Marketing Material
  - c. Identify marketing opportunities for both residential and commercial purposes.

COMMENTS: This area has not yet been addressed. Will need to place more focus here in 2022.

8. **Pedestrian Crossing Signs**: Seek information regarding the costs and requirements for installing solar powered flashing pedestrian crossings on the highways by the school. Seek out potential grant dollars to pay for the project. This project could potentially qualify for the SHIP (Statewide Health Improvement Partnership) grant due to the lack of sidewalks and pedestrian crossings which may be preventing students from walking and/or biking to school.

COMMENTS: This will be placed into our safe routes to school plan.

9. **REV Program**: Continue to monitor the program to ensure Hayfield can apply for the program once more local leaders have been activated.

COMMENTS: This program will remain on the radar. Decision was to postpone application for REV program until more Community Participation can be better harnessed. The hope is that the process of applying for the Safe Routes to School Program, additional local activists will emerge and be identified for future projects and discussions.

#### **GOALS FOR 2022:**

- Complete Safe Routes to School Planning Process
- Complete EAB 3-Year Plan & Begin Tree Removal/Treatment Process
- Complete Vacant Property List
  - Marketing of Properties
  - Property Owner Discussions
- Residential Development
  - New resident program
  - Incentives for Builders
  - Marketing to Developers
  - Multi-Family Development
- Client Database & Surveys will remain ongoing.
- Community Marketing
- Radar Feedback Signs – State Farm Grant
- Flashing Cross-Walk Signs – Dodge County SHIP (statewide health improvement program)