

2013

Macon, Georgia
Robert A. B. Reichert, Mayor



[STRATEGIC PLAN]

This plan outlines the Mayor's Strategic initiatives for 2013 as we continue efforts to improve our community, increase opportunities for businesses and industry, and prepare for the new, consolidated Macon-Bibb County.



Vision

To create a more cohesive community that attracts opportunity, enhances the quality of life, promotes pride, and inspires hope.

Mission

Provide municipal services needed and desired by citizens in an effective equitable manner.

B.E.S.T

Build a Sustainable Community.

Educate our Citizens.

Safety and Services in every neighborhood.

Transit and Technology throughout the region.

To complement the City's Vision and Mission, Mayor Reichert's vision is for Macon-Bibb County to be the hub city of Middle Georgia by providing educational, medical, cultural, and economic opportunities in both quantity and quality in a vibrant urban core.

With pending consolidation of city and county governments leading to a new Macon-Bibb County, the administration of the City of Macon is focused on three competing – but complimentary – areas through January 2014. Projects have been selected and organized because of their importance and long-lasting impact to Macon-Bibb County.

In order to effectively manage and guide projects and priorities in these three areas – each of which would be full-time work – the administration adopted the B.E.S.T. principles.



Day-to-Day Operations

This requires full-time attention of city staff and elected officials being responsive to citizen concerns and acting in a fiscally responsible manner while providing essential city services.

Macon-Bibb County Consolidation

The creation of a new, consolidated Macon-Bibb County and the closure of the City of Macon will require active participation from city staff and elected officials in a compressed timeframe to ensure continuity of services and structuring of a new government for the 21st century.

Strategic Projects

There are critical projects that address current and future challenges and lay the foundation for accomplishing the City's

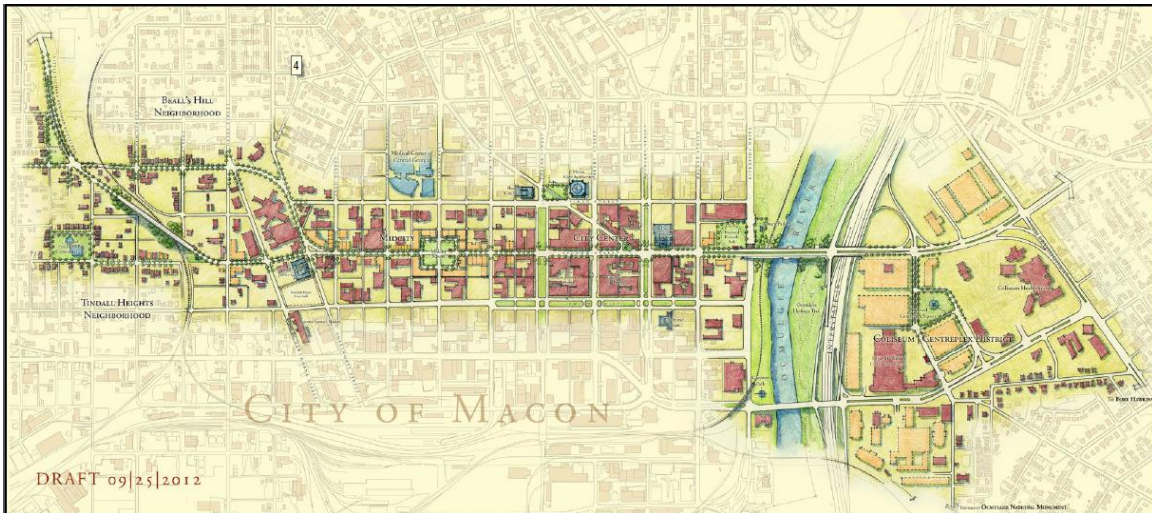
BUILD A SUSTAINABLE COMMUNITY

[A sustainable community is one that is focused on long-lasting solutions that are self-perpetuating and based on the community's assets.]



Creating a New, Consolidated Macon-Bibb County

The creation of the new Macon-Bibb County government is one of the three areas that will be competing for time and resources of the City of Macon and Bibb County. Consolidation brings with it a myriad of challenges and opportunities to create a sustainable community. In order to respond quickly to the tasks of the transition, the City of Macon has formed an action team that includes representatives from several key areas charged with fielding requests for information, providing input and direction, and working with other city staff to accomplish the transition.



Development of the Second Street Downtown Corridor

In 2011, the City of Macon hired CHA & Huntley Partners to develop a master plan for the Second Street Downtown Corridor, with three components: a TAD Master Plan, a Boulevard Master Plan, and a Multi-Modal Transportation Analysis. This planning process has involved significant public input and is anticipated to be completed by the first quarter of 2013, with implementation beginning immediately thereafter.

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800 MHz Emergency Radio System

Macon and Bibb County, through funding provided by the 2012 SPLOST, are joining together on the installation of a new, unified 800 MHz communication system to be used by all emergency personnel, law enforcement agencies, and first responders. The full system is expected to be operational by August 2013. Pictured above is the first shipment of radios and the City's Communications Team.



Road and Complete Streets Projects

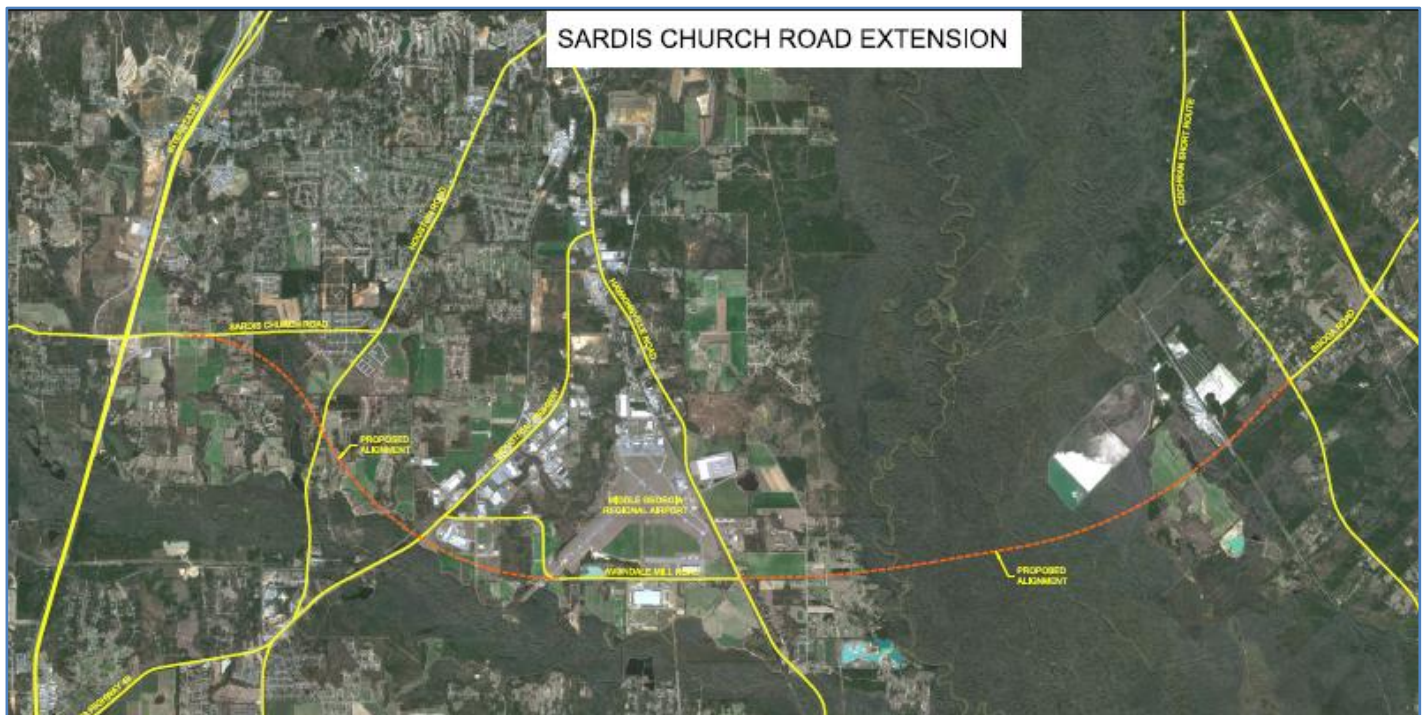
The City of Macon has several road and complete street projects funded by various sources. The City of Macon and Bibb County have also been designated as an "Age-Friendly Community" highlighting the importance of mobility and complete streets. Pictured to the left is the New and Pine Streets Improvement Project which is funded through the SPLOST, by the Medical Center of Central Georgia, and with Georgia DOT grant funds.

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Relocation of Central Services and Radio Shop

The relocation of Central Services was the last hurdle to the development of a large and marketable property strategically located at the intersection of Spring Street and Riverside Drive along the Ocmulgee River and serves as a gateway to downtown. There is current interest in redeveloping that area into a mixed use development known as Renaissance on the River.



Sardis Church Road / Sgoda Road Connection

In 2011, the Georgia Department of Transportation completed a limited feasibility study assessing the potential development of a new river crossing in Macon from Sardis Church Road at State Route 247 to I-16 at Sgoda Road. This east-west connector will provide easy access from I-16 to I-75 and eliminate the need for truck traffic to travel through downtown Macon. In addition, the location of the Middle Georgia Regional Airport, Robins Air Force Base, and Brosnan Yard provide a unique opportunity to develop a multi-modal center for freight and logistics in Middle Georgia. Lastly, as the GaDOT and Robins Air Force Base evaluate options for the alternate road access, the City of Macon should ensure that the plans for Sgoda Road/Sardis Church Road are complementary and not contradictory to the recommended alternatives.

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Middle Georgia Regional Airport Master Plan

The Middle Georgia Regional Airport has initiated a five-year master planning project that will evaluate the facilities and programs available at the airport. This vital infrastructure asset could be the cornerstone of a freight and logistics hub.

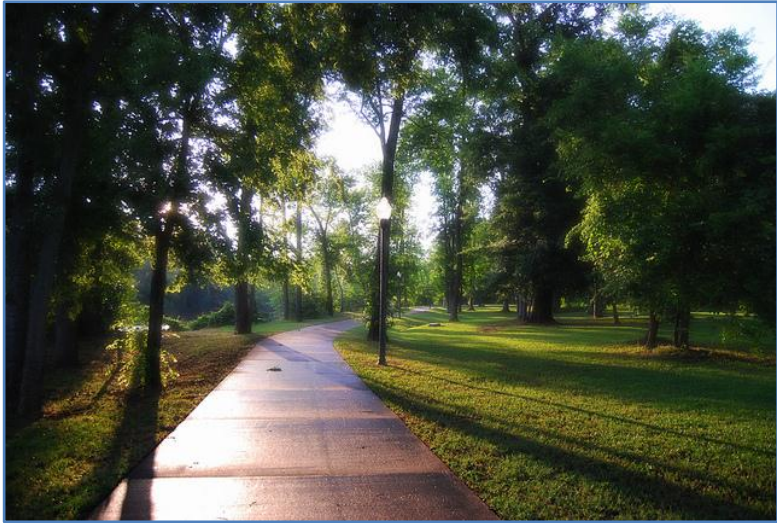


Lower Cherry Street Plaza

Create a Lower Cherry Street Plaza and connection through former pedestrian tunnel under the railroad connecting to the Terminal Station.

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Ocmulgee Heritage Trail-Ocmulgee Blueway

NewTown Macon is the implementing party for the Ocmulgee Heritage Trail (OHT) program, and the City of Macon is the fiscal agent for grant funds. There is a new effort to create an Ocmulgee Blueway as a way to connect all of the river corridor projects along the Ocmulgee.

Interstate 16/75 Interchange Mitigation

The additional right-of-way required for I-16/I-75 entrance ramp from Hardeman Avenue has precipitated a mitigation plan for Pleasant Hill neighborhood to include moving and rehabilitating a number of structures on Middle Street, the enclosure of the storm water drainage, the construction of a multi-use path and a heritage tour, among other improvements. The City needs to be engaged and promote the immediate implementation of the mitigation plan.

Recreation Master Planning

As a result of the 2012 SPLOST referendum and the transition of recreation from the City of Macon to Bibb County, Bibb County will be conducting a master planning initiative for recreation in Macon-Bibb County, including but not limited to Central City Park. This County-driven initiative is consistent with the B.E.S.T. vision. Therefore, the City of Macon will participate fully in the planning process to provide input and link improvement efforts in the passive parks with those in the active parks.



EDUCATE OUR CITIZENS

[While the primary responsibility for education rests with the Bibb County Board of Education and institutions of higher learning, the City of Macon supports these entities in their missions and also seeks to engage citizens in their government.]

Communicate with Citizens

Through a variety of tools, the City of Macon will communicate and engage with citizens. The tools include Mayor's Night In, SeeClickFix, the City website, media releases, public forums and input sessions, community events, and presentations.



Implement Consolidation Communication Plan

As the Transition Task Force and city and county staff move through the process to create the new Macon-Bibb County government, every effort must be made to engage and communicate with employees and the public about the process. A communication strategy, coordinated with the City, County, and Transition Task Force will be used to ensure the public is provided multiple opportunities to remain informed about the process and outcomes.



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Build the Beloved Community

Plan and execute an eight-month-long education and awareness and involvement program for creating a “Beloved Community” as articulated by Reverend Martin Luther King, Jr.

Workforce Development

Initiated in late 2011, the Mayor’s Office of Work Force Development is transitioning to a fully functioning 501 (c) (3) organization, and the City is working closely with it and the state to clearly define the work needing to be done to improve our community through training and employment.



Participate in Macon Promise Neighborhoods

The City of Macon will participate in the Champion’s Roundtable to encourage dialogue between the stakeholders and identify additional opportunities for collaboration and services.

Explore Partnerships with Schools & District

The Administration of the City of Macon will meet regularly and intentionally with the Board of Education to identify opportunities for collaboration which enhance education for all students.

SAFETY & SERVICES IN EVERY NEIGHBORHOOD

[Personal safety from criminal activity, environmental hazards, and financial distress is paramount for Macon-Bibb County to achieve its vision to be a hub city. In addition, services must be readily available to all citizens and visitors.]



Improve Neighborhoods with the 5x5x5 Program

The 5x5x5 Initiative is a program that concentrates city services in a five-block area for five weeks. After a year of implementation, an analysis of the impact of the 5x5 program should be conducted and the next 5x5x areas for the next six months identified. The plan should be updated monthly with future 5x5 areas added.

Expand SeeClickFix to Other Departments

In 2012, through Knight Foundation funding, Macon launched SeeClickFix in the Public Works Departments as a tool to increase citizen engagement, transparency, and accountability. The program will be expanded to include other departments.



Solid Waste Disposal Solutions

A master plan for solid waste disposal, alternative waste options, and the closing of the landfill needs to be developed and implemented.

Participate in AARP Age-Friendly Community Program

Macon and Bibb County are the first city and county in Georgia – and Georgia one of only seven states – to pilot a new nationwide program designed to make U.S. cities better places for Americans of all ages to live. Work will continue throughout the five year program to provide community input in neighborhood and community planning that will make the area more attractive for residents.

Crime Prevention, Intervention, & Youth Programs

The City of Macon has authorized the hiring of a Crime Prevention Coordinator. Filling this position and developing a program of work that crosses departmental lines and includes partners like the Board of Education are critical.

Levee Sustainability

The City of Macon will pursue discussions with the U.S. Army Corps of Engineers in order to develop a sustainable plan for the levee and maintain protection against flood.

Improve & Maintain Macon's Gateways

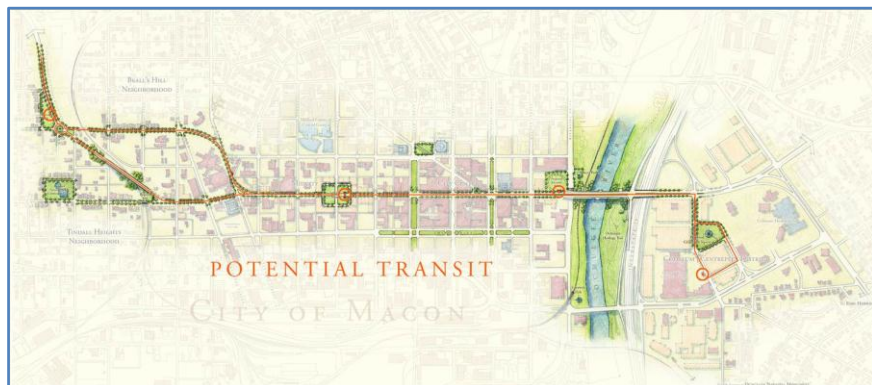
State resources are insufficient to maintain the right-of-way (ROW) along the gateways to Macon-Bibb County. The City of Macon will develop a mechanism for maintaining the right-of-way.

TRANSIT & TECHNOLOGY THROUGHOUT THE REGION

[The availability, quantity, and quality of technology are an essential component in economic and community development. In today's fast moving global environment, a 21st century city must ensure that technology is deployed and engaged as much as possible. In addition, the geographic location of Macon-Bibb County makes it ideal as a spoke in the transportation wheel of the southeast to move not only people but also freight.]

Second Street Transit Plan

The Second Street Master Plan being developed by CHA / Huntley Partners will include a public transit recommendation to provide connectivity along Second Street. The City of Macon may also be the conduit for grant funding to expand the system, such as the NewStarts program



Expansion of Local & Regional Transit Service

Macon-Bibb County Transit Authority is actively pursuing expansion of the transit system as a way to help Macon-Bibb County become a transportation hub for the entire region. In addition to new routes and additional transit buses, the Macon Transit Authority needs a new maintenance facility



Expand Broadband/Dark Fiber

Over the past few years, through its annual budget process, Macon has invested in the installation of dark fiber to expand the network of broadband access throughout downtown with the goal of a wireless urban core. A map of the current location and type of fiber is needed, and a plan for where fiber is desired should be developed in order to capitalize on other infrastructure projects

Macon Terminal Station Transfer

The transfer of ownership, management, operations, and maintenance of the Terminal Station to the Macon-Bibb County Transit Authority will better leverage that agency to become a regional transit system. It will be eligible for additional federal funds and would be a savings to the local government.

High Speed Passenger Rail

Macon-Bibb County is ideally situated to support the deployment of high speed passenger rail across the Southeast. The administration will monitor the regional and national discussions of passenger and high speed rail.