

Iowa City City Council 2020-2021 Strategic Plan Objectives

This Strategic Plan intends to foster a more inclusive, just and sustainable Iowa City by prioritizing the physical, mental and economic well-being of all residents.

Advance Social Justice, Racial Equity, and Human Rights

- Ensure City progress towards increasing diversity of staff in a manner that is reflective of community demographics
- Complete the phased effort to raise the minimum wage for temporary employees to \$15.00 per hour by July 1, 2021
- Continue emphasis on human rights-based training for city employees, boards and commissions, and the community
- Establish priorities and ensure resources for increased access and translation of critical city messages
- Continue partnerships with community organizations through the City's Social Justice and Racial Equity grant program
- Develop a coordinated effort across City departments to expand social and recreational programming for special populations

Demonstrate Leadership in Climate Action

- Adopt and begin implementation of the Accelerating Iowa City's Climate Actions Report
- Track and effectively communicate progress toward reaching the Intergovernmental Panel on Climate Change's (IPCC) carbon emission reduction targets adopted locally by the City Council in 2019.

Strengthen Community Engagement and Intergovernmental Relations

- Initiate a redesign of the City's website
- Pursue creative engagement techniques with a focus on reaching diverse populations and neighborhoods
- Work collaboratively with other local governments and strengthen ties with our state and federal elected delegation

Invest in Public Infrastructure, Facilities and Fiscal Reserves

- Carefully prepare for significant financial challenges projected during the final years of State property tax reform mandates through FY 2024
- Strive to continue to reduce the City's overall property tax rate
- Evaluate Local Option Sales Tax and other alternative revenues that may be needed to achieve Iowa City's strategic objectives and reduce reliance on debt and property taxes
- Develop a long-term plan to improve the pavement condition of City streets
- Initiate physical and financial planning efforts to modernize and expand critical public facilities
- Consider establishing a cost of development framework that can help guide decisions on how best to accommodate future growth

Foster Healthy Neighborhoods and Affordable Housing Throughout the City

- Identify new efforts to expand and adapt the City's affordable housing and neighborhood improvement strategies to meet long-term needs throughout the community
- Consider and adopt the South District form-based code and ensure it can be adapted to other parts of Iowa City
- Continue implementation of the Parks Master Plan and complete an accompanying Recreational Facilities Master Plan
- Monitor and report biannually on building and rental permit trends in the former rental cap neighborhoods
- Support neighborhood activities and improvements that create vibrant, creative spaces and inspire a sense of place and community

Enhance Community Mobility for All Residents

- Continue implementation of the City's Bicycle Master Plan and pursue Gold Bicycle Friendly Community status from the League of American Bicyclists
- Complete the Iowa City Area Transit Study, pursue recommended changes, and evaluate implementation outcomes, to ensure community needs are met by system changes
- Ensure ease and safety of travel for residents and visitors through expansion of accessibility measures, improved connectivity, and use of adopted complete streets design standards

Promote an Inclusive and Resilient Economy Throughout the City

- Through collaboration with local partners, increase opportunities for marginalized and low-income populations to obtain access to skills training, good jobs and affordable childcare
- Encourage healthy, diverse, and sustainable economic activity throughout Iowa City, including taking steps to invigorate neighborhood commercial districts and create new small neighborhood commercial nodes
- Effectively support growth and promotion of small locally-owned businesses, women and minority-owned businesses, and the local foods economy