

Iowa City 2018-2019

Strategic Plan

*This Strategic Plan intends to foster a more INCLUSIVE,
JUST and SUSTAINABLE Iowa City*

SEVEN GOALS

for a more **Inclusive, Just and Sustainable** Iowa City:

1



Promote a **Strong and Resilient Economy**

2



Encourage a **Vibrant and Walkable Urban Core**

3



Foster **Healthy Neighborhoods** throughout the City

4



Maintain a **Solid Financial Foundation**

5



Enhance **Community Engagement and Intergovernmental Relations**

6



Promote **Environmental Sustainability**

7



Advance **Social Justice and Racial Equity**

Promote a Strong and Resilient Local Economy



- a. Undertake a comprehensive assessment of the current public transit system and implement changes to assure that the service best meets the needs of the entire community
- b. Effectively market and grow the local food economy
- c. Through cooperation with the Iowa City School District, Iowa Workforce Development, Kirkwood Community College, Iowa Works, and others, increase opportunities for marginalized populations and low-income individuals to obtain access to skills training and good jobs
- d. Work with Procter & Gamble and impacted supply chain companies, local economic development organizations, and labor unions to respond effectively to the company's decision to terminate its local production of beauty care products

Encourage a Vibrant and Walkable Urban Core



- a. Collaborate with the University of Iowa on its redevelopment of University-owned property located in the Riverfront Crossings District, and on improving the quality, accessibility, and use of the Iowa River Corridor
- b. Preserve important parts of Iowa City's history by considering the designation of additional buildings as historic landmarks, and, by considering the creation of an historic preservation district for part of the downtown after consulting with stakeholders
- c. Evaluate existing strategies and consider additional actions to address the need for reinvestment in the city's existing private housing stock

Foster Healthy Neighborhoods Throughout the City



- a. Modify the existing Affordable Housing Action Plan to include new strategies to improve the availability and affordability of housing in Iowa City
- b. Embed the “Missing Middle” concept into the City’s land development practices by adopting a Form Based Code for at least one (preferably two) of our neighborhoods
- c. Ensure the next two budgets contain sufficient funds to make meaningful progress toward achieving the goals of the Bicycle Master Plan and Parks Master Plan
- d. Complete an analysis of traffic accident data and identify actions to improve the safety of our roadways for motorists, bicyclists, and pedestrians

Maintain a Solid Financial Foundation



- a. Continue to monitor the impact of the 2013 property tax reform and evaluate alternative revenue sources as determined necessary
- b. Continue to build the City’s Emergency Fund
- c. Monitor potential changes to Moody’s rating criteria and maintain the City’s Aaa bond rating
- d. Continue to reduce the City’s property tax levy
- e. Maintain healthy fund balances throughout the City’s diverse operations

Enhance Community Engagement and Intergovernmental Relations



- a. Experiment with innovative ways of engaging with diverse populations in person and on social media
- b. Improve collaborative problem-solving with governmental entities in the region on topics of shared interest
- c. Improve relationships with the executive branch and legislature by reaching out to legislators and other elected officials and working with City lobbyists

Promote Environmental Sustainability



- a. Adopt an effective Climate Action and Adaptation Plan and ensure the next two budgets contain sufficient funds to facilitate achieving its goal
- b. Support efforts to increase the reach of the Parks and Recreation Foundation

Advance Social Justice and Racial Equity



- a. Support organizations and efforts that provide services to people experiencing and recovering from trauma and crisis related to mental health and substance abuse
- b. Consider a policy to limit city business to vendors that pay all employees a wage of \$10.10 or higher
- c. Explore expanded use of a racial equity toolkit within City government, embedding it within city department and Council levels
- d. Consider elevating hourly staff wages to \$15/hour or more within two years