

## Council Strategic Vision Priorities: August 2023 (Interview Notes)

### 1) Economic Development & Community Investment

#### Description:

**Create an environment where businesses and individuals have what they need to thrive.** Focus on using data, tools and partnerships to attract, retain and support businesses in the City. Prioritize commercial development and redevelopment efforts in underserved areas with a focus on neighborhood health, connectivity and opportunity.

#### Goals:

- Improve the **development process**.
- Invest in and **revitalize neighborhoods**, including access to food & dining options.
- Attract & retain **corporations & jobs**.
- Ensure access to **affordable housing** & address **homelessness**.
- Support & develop **small businesses**.
- Focus on **commercial & retail development**, including growth corridors and mixed-use development.
- Sustain existing **community & cultural assets**; enhance recreation & learning opportunities.

#### Sample of Councilmember thoughts & themes:

“Simplify and improve the development process including the customer experience.”

“Improve greenway and trail connections.”

“Ensure neighborhood connectivity and mobility.”

“Redevelop old commercial retail & mall properties.”

“Promote small business.”

“Do a better job communicating what’s already underway.”

“Create economic growth centers and corridors.”

“Continue to deploy the NIP program to kick start development.”

“Focus on flagship businesses by supporting what’s already here.”

“Continue to use data and metrics to determine neighborhood needs.”

“Develop holistic plans for redevelopment of neighborhoods.”

“Strive for more partnerships.”

“Assist in creating affordable housing.”

“Address retail leakage.”

“Improve the availability of table service restaurants and grocery stores.”

“Ensure the success of innovation districts.”

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## 2) Community Safety

### Description:

**Build community trust through enhanced transparency, communication and responsiveness.** View safety through a regional lens, using data and technology to enhance public safety approaches. Prioritize strategic partnerships, community programs and infrastructure improvements to ensure safe streets and neighborhoods.

### Goals:

- Increase **community presence & non-traditional approaches** to enforcement.
- **Build trust** through relationships, education & community listening.
- Ease **traffic flow** & enhance **road safety**.
- Shorten **response times**, improve reliability & outcomes of public safety services
- Use **modern approaches**, data and technology.
- Monitor and review the use of CCPD & other **funding sources**.
- Enhance **neighborhood infrastructure** including street lights, sidewalks & park lighting.

### Sample of Councilmember thoughts & themes:

“Address the causes and factors of youth gun violence.”

“View and address crime from a regional perspective.”

“Work with school districts and other partners to address school safety concerns.”

“Address reckless driving and racing problems.”

“Invest in programs that lift the community up.”

Address crime through the use of enhanced technology and camera programs.”

“Manage reliance on CCPD funding.”

“Build strong relationships between the police and neighborhoods.”

“Continue to enhance law enforcement training and diversify the police force.”

“Address alleys and the problems they create.”

“Address service delivery and response time issues.”

“Enhance pedestrian safety and build sidewalks.”

“Make neighborhood safer by investing in parks, code, infrastructure and other non-law enforcement methods.”

“Improve street lighting in neighborhoods.”

“Enhance traffic control.”

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### 3) Infrastructure, Responsible Growth & Fiscal Responsibility

#### Description:

**Proactively plan for growth, using community-driven long-range plans to guide decisions.** Use a variety of funding mechanisms to build and maintain infrastructure in ways that heighten geographic connectivity, elevate neighborhood and economic prosperity and support key community partners. Leverage partnerships, preserve existing community assets and prioritize life-safety needs. Diversify the tax base and focus on outcomes.

#### Goals:

- Enhance **connectivity of communities** at both neighborhood & citywide levels.
- **Maintain infrastructure** & assets on schedule.
- Prioritize **preservation of parks & open space**.
- Reduce & prevent negative impacts of **flooding**.
- Provide opportunities for **robust public engagement** in all planning processes.
- **Proactively plan for growth** to ensure funding for & capacity of infrastructure.
- **Enhance stakeholder relationships** to build trust and identify opportunities for funding partnerships.

#### Sample of Councilmember thoughts & themes:

“Ensure that infrastructure investment keeps up with growth.”

“Improve East-West connections in outlying areas of the City.”

“Focus on more North-South routes to enhance mobility around the City.”

“Develop options for funding in railroad crossing areas.”

“Improve street capacity in high-growth areas.”

“Develop a growth policy that reflects what the community wants and use it as guiding policy to make decisions.”

“Continue the PAYGO funding program.”

“Ensure healthy, diversified growth in the tax base.”

“Ensure reliable stormwater infrastructure and address major needs.”

“Remain non-partisan in addressing basic needs of our neighborhoods.”

“Convert more thoroughfares to include complete street design and amenities.”

“Invest in parks and open space.”

“Develop a realistic sidewalk plan.”

“Be creative in funding community needs by partnering with others.”

“Capitalize on community assets as catalyst for economic growth.”

“Reward employers, businesses and developers who respect the concerns of their communities.”

“Plan for water/sewer capacity and extensions ahead of development.”

“Be ever fiscally mindful.”

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