

## 2015-16 Strategic Planning Council Priorities

### A. Community Engagement (PR, Soliciting Input)

- **Complete branding project 3**
- **Develop strategies to promote community involvement and leadership in community events 1**
- Communicate with media and public consistently 0
- Promote council goals and solicit community feedback 0
- Increase coordination with both school districts 0
- Enhance communication/outreach regarding significant city projects and programs 0

### B. Finances

- **Minimize growth of tax assessments (non-debt service) 1**
- **Consider new and alternative revenue sources 1**
- **Be transparent in how the money is spent-show the public 1**
  - Evaluate spending thresholds and public expenditure policy
- Promote projects the city is working on 0

### C. Community Development

- **Complete the Central Corridor plan (next phase) 3**
- **Design uptown portion of Central Corridor project 2**
- **Evaluate programs for veterans offered locally and role of city 2**
- **Implement Comprehensive Plan recommendations 1**
- Construct major transportation corridors 0
- Create an outreach program covering Complete Streets 0
- Increase coordination with schools on community improvement projects 0
- **Take the lead in creating a document that outlines development along Tower Terrace Road; work with other cities along this route to make it planned development 0**
- Review and update Comprehensive Plan 0

### D. Organizational Development

- **Increase council effectiveness 2**
- **Increase coordination between council and staff 1**
- Evaluate organizational design for future 0
- **Increase regional and national legislative advocacy presence 0**

- Continue to investigate technology enhancements to promote organizational effectiveness 0

#### E. Promote Industry & Commerce

- Investigate possibilities for airport development 3
- Central corridor planning-Plan & implement next phase 1
- Develop parking plan for central corridor 1
- Define roles/relationship/interplay with chamber, boards and commissions, Imagine8, Main Street, Blue Zones, community 0
- Create an entrepreneurship program 0
- Business Gap Analysis 0

#### F. Transportation & Infrastructure

- Improve quality of existing streets 2
- Improve pedestrian transportation system 1
- Wayfinding Program 1
- City Facilities energy independent 1
- Improve connectivity of major streets 0
- “Freshen Up” Uptown Marion 0
- Continue to move forward with Tower Terrace Road 0
- Enhance gateway/entryway beautification features/signage 0
- Expand public transportation options 0
- Provide sufficient General Obligation Bond funding to conduct major sidewalk initiative 0

#### G. Recreation & Culture & Tourism

- Move forward with Library expansion project 2
- Enhance facilities for recreation (pools, gyms, library, amphitheater-etc., performing arts center) 1
- Embrace Marion’s history as a resource and tool 1
- Move forward with Functions and Fitness project 1
- Continue support of Prospect Meadows 0
- Expand the trail system 0

#### H. Public Safety

- Move forward with Fire Station #3 4
- Be the healthiest city in Iowa 0

## Goal Ranking

### Top Priority Projects

- **Complete branding project 3**
- **Complete the Central Corridor plan (next phase) 3**
- **Investigate possibilities for airport development 3**
- **Move forward with Fire Station #3 4**

### Second Priority Projects

- **Design uptown portion of Central Corridor project 2**
- **Evaluate programs for veterans offered locally and role of city 2**
- **Improve quality of existing streets 2**
- **Increase council effectiveness 2**
- **Move forward with Library expansion project 2**