

# MARION CITY COUNCIL

## 2015-2016 Strategic Planning Priorities



### Community Engagement (PR, Soliciting Input)

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

### Finances

- Minimize growth of tax assessments (non-debt service)
- Consider new and alternative revenue sources
- Promote projects the City is working on
- Be transparent in how the money is spent—show the public; evaluate spending thresholds and the public expenditure policy

### Community Development

- Complete the next phase of the Central Corridor plan
- Implement Comprehensive Plan recommendations
- Construct major transportation corridors
- Create an outreach program covering Complete Streets
- Increase coordination with schools on community improvement projects
- Design Uptown portion of Central Corridor project
- 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
- Evaluate programs for veterans offered locally and role of city
- Review and update Comprehensive Plan

### Public Safety

- Be the healthiest city in Iowa
- Move forward with Fire Station No. 3

### Organizational Development

- Evaluate organizational design for future
- Increase regional and national legislative advocacy and leadership in professional associations
- Continue to investigate technology enhancements to promote organizational effectiveness
- Increase council effectiveness
- Increase coordination between council and staff

### Promote Industry & Commerce

- Define roles/relationship/interplay with Chamber, boards and commissions, Imagine8, Main Street, Blue Zones, community
- Create an entrepreneurship program
- Plan and implement the next phase of the Central Corridor Project
- Investigate possibilities for airport development
- Develop a parking plan for Central Corridor
- Conduct a business gap analysis

### Transportation & Infrastructure

- Improve quality of existing streets
- Improve connectivity of major streets
- “Freshen-up” Uptown Marion
- Improve pedestrian transportation system
- Continue to move forward with Tower Terrace Road
- Enhance gateway/entryway beautification features/signage
- Expand public transportation options
- Provide sufficient General Obligation Bond funding to conduct major sidewalk initiative
- Develop and implement a wayfinding program
- Transition City facilities to be energy independent

### Recreation & Culture & Tourism

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