

MEMORANDUM

TO: Mayor Diane Wolfe Marlin and Urbana City Council
FROM: Andrea Ruedi, Senior Advisor for Integrated Strategy Development
Lily Wilcock, Planner I – Community Development Services
RE: Comprehensive Plan Update
DATE: December 14, 2020

Attached is the slide presentation for the Comprehensive Plan Update – *Imagine Urbana: A Comprehensive Plan for the Future of our City.*

Slide 8 references the video series we have recorded featuring governing bodies and agencies that impact Urbana businesses and residents. The videos will be included in the Imagine Urbana website launch in early 2021 and serve as a way to provide information to residents on topics relevant to the Comprehensive Plan, and generate discussion in the community. The following link shows an example of one of the videos highlighting the Champaign-Urbana Public Health District and narrated by Julie Pryde:

https://www.youtube.com/playlist?list=PLiG7sxd3aTy3RoaoQY0S24AbPzI7_5k5O.



imagine URBANA

*A comprehensive
plan for the future
of our city.*



What is a Comprehensive Plan?

A comprehensive plan provides a *vision* for the future of a community and *strategies* to help make that vision a reality.

The resulting resilient plan lays out the city's policies in areas like arts & culture, transportation, land use, housing, recreation, economic development, and the environment.

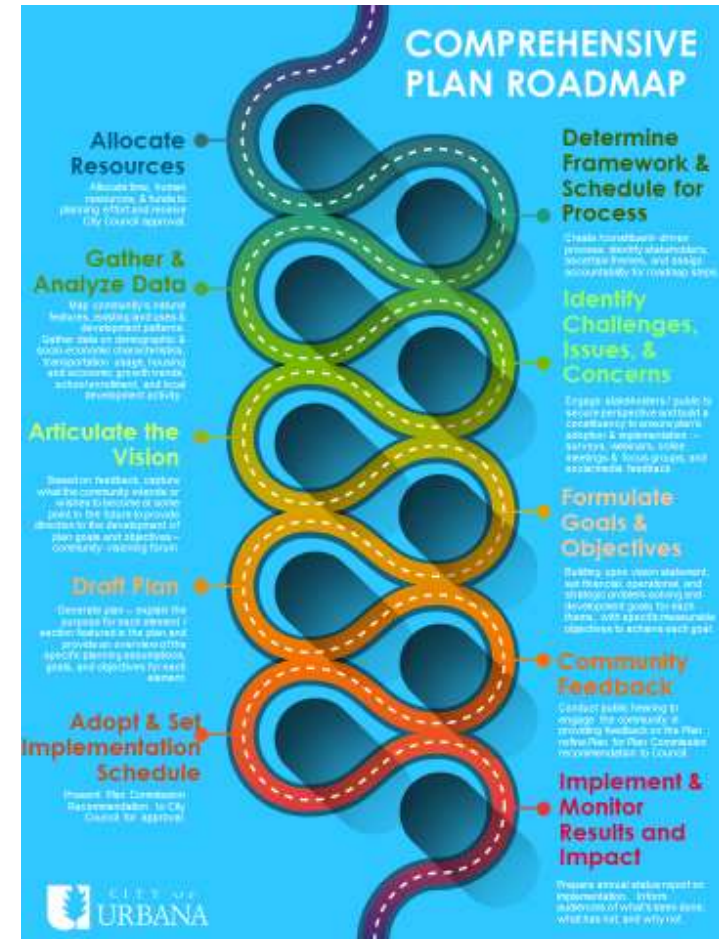


What is the Comp Plan process?

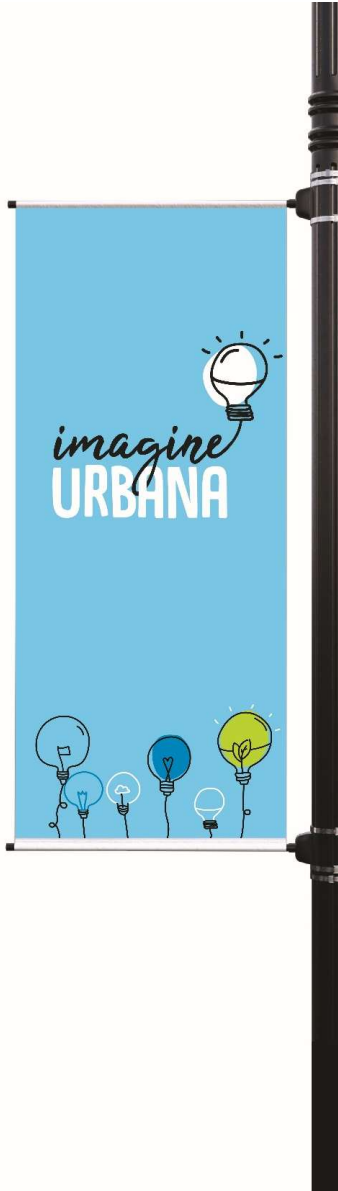
Urbana's process is centered around **extensive community engagement** to identify goals and aspirations for the future development of our community.

Everyone in the Urbana community will be able to provide their ideas and feedback on opportunities, issues, and challenges that our City will face over the next 20 years.

The themes that evolve out of this inclusive process will be the foundation for our City's comprehensive plan, and be the basis for developing our community's vision.



“Imagine Urbana” Branding



Planning Framework and Engagement Tools



- Allocate staff resources - **Complete**
- Form staff working group to steer process - **Complete**
- Form staff data group to gather & interpret data - **Complete**
- Select graphic designer and develop branding – **Complete**
- Ongoing informative videos – **In Progress**
- Determine outreach tools necessary to reach all populations - **In Progress**
- Evaluate texting survey tools – **In Progress**
- Develop website – **In Progress**
- Identify voices throughout Urbana - **In Progress**
- Reach out to potential community partners - **In Progress**



The List Keeps Growing!

To ensure all populations in the Urbana community have a voice in the City's Comprehensive Plan, numerous groups have been identified – and the list keeps growing!



- City of Urbana Council Members
- City of Urbana Boards and Commissions
- Seniors
- Youth (teens and UIUC students)
- Developers & Commercial Property Owners
- Major Employers & Small Business Owners
- Community Organizations
- Restaurants & Bars
- Churches/Faith Alliances
- Government Agencies
- Social Media



“Imagine Urbana” Website

The “Imagine Urbana” website is an interactive site to both inform and obtain feedback from Urbana’s diverse population.

- An [Idea wall](#) to post general comments and provide feedback on areas of interest. Community members can see what others think about an issue or topic, respond with their own views and engage in a discussion.
- A [short survey](#) comprised of open-ended questions about Urbana.
- An [interactive map](#) to “pin” places in Urbana and why that place is great, or suggestions on what can be improved. Photos can be uploaded.
- Informative [videos](#) on topics of interest.
- Future [quick polls](#) to obtain immediate feedback on themes that develop from community engagement.
- Register to [receive future communications](#) on focus group opportunities and upcoming “Imagine Urbana” events.



Get to Know Your Community's Services Providers

Educational videos will be used throughout the Comprehensive Plan process to inform Urbana residents on topics relevant to the Comprehensive Plan and to generate discussion.

To kick-off, our first video series features governing bodies and agencies that impact Urbana businesses and residents. The leader of each entity provides background on their organization, including its purpose, governance structure and funding mechanism. These include:

- Champaign County – Darlene Kloeppel
- Champaign County Forest Preserve – Mary Ellen Wuellner
- Champaign County Mental Health Board & Champaign County Developmental Disabilities Board – Lynn Canfield
- Champaign County Regional Planning Commission – Dr. Dalitso Sulamayo
- Champaign-Urbana Mass Transit District (CUMTD) – Karl Gnad
- Champaign-Urbana Public Health District (CUPHD) – Julie Pryde
- City of Urbana – Mayor Diane Marlin & Department Heads
- Parkland College – Dr. Tom Ramage
- Urbana Park District – Tim Bartlett
- Urbana School District #116 – Dr. Jennifer Ivory-Tatum



“Imagine Urbana” Community Engagement Timeline

JANUARY – JUNE 2021

- Broad outreach and engagement
- “Imagine Urbana” website launch
- Ongoing educational events
- Data access portal created and linked to website
- Host webinars, survey constituents via email, mail, and SMS texting
- Join community partners, share information with constituents and obtain input

JUNE – DECEMBER 2021

- Identify themes from community engagement
- Engage community groups and City boards & commissions to address themes/issues
- Collect and share data stories and topics for identified themes
- Refine issues for additional public feedback
- Preliminary community engagement report to Plan Commission and City Council



“Imagine Urbana” Comprehensive Plan Contacts

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