



CITY OF  
URBANA

City Administrator  
Carol J. Mitten

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**TO:** Mayor Diane Marlin and City Council Members

**FROM:** Carol Mitten, City Administrator

**DATE:** March 31, 2022

**SUBJECT: A RESOLUTION ADOPTING MAYOR/CITY COUNCIL STRATEGIC GOALS FOR 2022-2023**

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The attached Resolution includes the Strategic Areas, the Strategies, and Action Steps for your approval.

**RESOLUTION NO. 2022-04-031R**

**A RESOLUTION ADOPTING MAYOR / CITY COUNCIL STRATEGIC GOALS FOR  
2022-2023**

**WHEREAS**, the Mayor and City Council of Urbana participated in strategic goal-setting sessions on December 2, 2021, December 3, 2021, December 15, 2021, and January 6 and February 22, 2022 and follow-up discussions on March 7 and March 21, 2022; and

**WHEREAS**, at these goal-setting sessions, the Mayor and Council discussed strategic areas, individual strategies, and specific actions steps; and

**WHEREAS**, the Mayor and Council memorialized the four strategic areas by passing Resolution No. 2022-01-003R on January 24, 2022; and

**WHEREAS**, the Mayor and Council wish to further memorialize their Strategic Goals, Strategies, and Action Steps as outlined below.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council, of the City of Urbana, Illinois, as follows:

**Section 1.** The City hereby adopts the following Strategic Areas, Strategies, and Action Steps as priorities for the next two calendar years:

**Strategic Area #1: Public Safety and Well-Being**

**Strategies:**

**1. Pursue methods to mitigate community violence.**

**Action Steps**

- a) Fund community partners that address the root causes of community gun violence
- b) Enhance City programs that address root causes of violence (e.g., Self Made Kingz)
- c) Identify and fund options that enhance current police investigative and operational capacity to address community violence and solve serious crimes
  - i) Develop a proposal to increase the capacity of the Investigations Division of UPD (staff/tech) to solve violent crimes

**2. Enhance and expand public safety resources.**

**Action Steps**

- a) Contract for and complete a Public Safety Review

b) Develop a comprehensive safety plan, including funding requirements, based on the results and recommendations of the Public Safety Review and available funding

### **3. Promote community well-being.**

#### **Action Steps**

- a) Fund and support community partners that promote health and wellness
- b) Promote communication and outreach to individual neighborhood groups
- c) Create a 'manual' for victims of violence that summarizes available support services in the C-U area

## **Strategic Area #2: Housing**

### **Strategies:**

#### **1. Support Housing security and equity.**

##### **Action Steps**

- a) Complete Home ARP Action Plan
- b) Determine amount of ARPA funds to set aside to align with the identified needs and gaps in Home ARP Action Plan
- c) Coordinate with housing and social service agencies to reduce homelessness
- d) Enhance compliance with the housing provisions of the Human Rights Ordinance by educating landlords; increase awareness and understanding of the same with the community and tenants

#### **2. Improve housing quality.**

##### **Action Steps**

- a) Pursue funds to rehabilitate dilapidated homes in targeted neighborhoods
- b) Provide targeted assistance for home rehabs and repairs for seniors, persons with disabilities, and low-income households
- c) Prepare and review Consolidated Annual Performance Evaluation Report

## **Strategic Area #3: Infrastructure**

### **Strategies:**

#### **1. Improve quality of current infrastructure assets.**

##### **Action Steps**

- a) Develop asset management plan of existing infrastructure (lighting, traffic signals, sanitary system, and bridges)
- b) Develop plan for funding, level of service, and to replace/repair/build infrastructure (based on assessment)
- c) Update city infrastructure codes (subdivision/land development)

#### **2. Increase investment in infrastructure equity.**

##### **Action Steps**

- a) Solicit community input for use of EQL funding

- b) Implement EQL selected projects
- c) Develop budget and strategy to take advantage of infrastructure grant funding for under-served areas (prepare for grants for “shovel-ready” projects)
- d) Incorporate an "equity lens" into priorities evaluation (begin with street lights, traffic, sanitary).

### **3. Expand Green infrastructure within the community.**

#### **Action Steps**

- a) Explore possible locations and funding for EV infrastructure
- b) Evaluate options to enhance sustainability and climate resiliency on City-owned property and facilities
- c) Explore “green” fee revenue (ex: plastic bags) and green revolving funds

## **Strategic Area #4: Economic Recovery and Development**

### **Strategies:**

#### **1. Support current local businesses.**

##### **Action Steps**

- a) Expand small business pandemic support to non-traditional Urbana businesses (e.g., on-line, food truck, mobile)
- b) Survey local, minority-owned businesses to better understand their current challenges
- c) Identify one or more sites Downtown\* that the City will target for development with at least 50 units of market rate housing [\*Downtown: both sides and everything in between: Illinois, Race, University, and Vine]
- d) Enhance the Champaign Diversity Advancement Program (CDAP) to include more Urbana minority, veteran and woman owned businesses
- e) Merge together lists of Urbana businesses that currently exist and utilize that to work toward creating a business registry that is updated annually
- f) Study the challenges facing childcare providers in Urbana

#### **2. Promote workforce development.**

##### **Action Steps**

- a) Explore the creation of an incentive program to encourage people to take retail, restaurant, hospitality jobs (with partners, e.g., Parkland, RPC...).
- b) Collaborate with District #116 and Parkland College to develop a robust and unique marketing program to enroll Urbana residents in the SWFT program.
- c) Explore the creation of a Dual Credit Program modeled on Peoria (Fire/EMS/LE)

#### **3. Recruit new businesses and industries.**

##### **Action Steps**

- a) Recruit a new hotel to the Cunningham Avenue corridor near I-74 to leverage the demand generated by the Rantoul Sports Complex.
- b) Create an incentive package and recruit a new grocery store and essential services to northwest Urbana

c) Create an incentive package to attract a new cannabis dispensary that has a minority owner and identify potential locations that are available for this use.

d) Identify Downtown destinations for Hotel Royer guests; develop plan to enhance the safety and aesthetics of pedestrian paths of travel to those destinations.

**Section 2.** The work to date has been approached as a collaboration among the Mayor, Council, and staff. Staff will report to Council quarterly on the progress of the Action Steps and make adjustments as necessary in consultation with the Mayor and the Council.

**PASSED BY THE CITY COUNCIL** this \_\_\_ day of \_\_\_\_\_, 2022.

AYES:

NAYS:

ABSTENTIONS:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

**APPROVED BY THE MAYOR** this \_\_\_ day of \_\_\_\_\_, 2022.

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Diane Wolfe Marlin, Mayor